



MEDIA ADVISORY

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B'MORE FIT FOR HEALTHY BABIES KICK-OFF EVENT FOR FREE WEIGHT LOSS PROGRAM FOR BALTIMORE MOTHERS

Innovative, free program to help city women lose weight and be healthier starts recruitment with Mayor Rawlings-Blake and women who have maintained weight loss from pilot program

WHO: Baltimore Mayor Stephanie Rawlings-Blake, Baltimore City Commissioner of Health Dr. Oxiris Barbot, Family League President and CEO Kevin Keegan, and pilot program participants who have maintained weight loss. Hosted by Sherrie Johnson from ABC2 News.

WHERE: Druid Hill Family Center YMCA, 1609 Druid Hill Ave., Baltimore 21217

WHEN: Saturday, January 14, 2012, 10 AM - Noon

Editors Note: This event will feature great visuals with attendees participating in fun fitness exercises with Brick Bodies and YMCA instructors, cooking demonstrations and health screenings, along with women sharing weight loss success stories.

BALTIMORE— Baltimore mothers can lose weight, be more active, build healthier eating and cooking habits, and improve their personal and families' overall health with the new B'more Fit for Healthy Babies program. This free program, a joint project between the [Baltimore City Health Department](#) and the [Family League of Baltimore](#), will begin registering eligible women at an event on Saturday, Jan. 14. The event features Baltimore City Mayor Stephanie Rawlings-Blake and will include fitness and cooking demonstrations. Participants from the B'more Fit for Healthy Babies pilot program will share how they lost weight _ and have kept it off _ with the help of the program.

Forty percent of Baltimore City women of childbearing age are considered to be obese. Overweight women face increased risks during pregnancy and delivery, and their infants are more likely to have poor birth outcomes and are at risk for childhood obesity.

Losing weight, being active, and maintaining a healthy lifestyle will help women have healthier pregnancies and better birth outcomes. B'more Fit for Healthy Babies will enroll 1,400 overweight women over a five-year period to participate in an evidence-based weight loss program. Participants will benefit from supportive group sessions, access to healthy food, and safe places to exercise. Women

of childbearing age who live in the Patterson Park (for Spanish speaking mothers), Park Heights, and Upton/Druid Heights neighborhoods are eligible to participate.

Program partners include Weight Watchers, the YMCA of Central Maryland, Lynne Brick's Women's Health and Fitness, Baltimore City Department of Recreation and Parks, and community groups in the targeted neighborhoods.

B'More Fit for Healthy Babies is made possible in part by a \$1.5 million grant from the U.S. Department of Health and Human Service's Office on Women's Health and significant funding from the Leonard and Helen R. Stulman Charitable Foundation. It is part of B'more for Healthy Babies, which is a citywide initiative to reduce the rate of infant mortality.

For more information on the B'more for Healthy Babies campaign, visit <http://www.healthybabiesbaltimore.com>.

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