**HOMETOWN PRESS RELEASE FROM THE NATIONAL LEAGUE OF CITIES**

**EMBARGOED Until**

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**Contact**

***[Local contact]***

***Name of Your City/Town/County]* Takes Local Action in**

**Celebrating 4th Anniversary of *Let’s Move!***

***[Your City, State]* –** Today, ***[name of City/Town/County]*** celebrated the 4th Anniversary of First Lady Michelle Obama’s *Let’s Move!* initiative by ***[insert event information]***. *Let’s Move!* is built on the premise that everyone has a role to play in reducing childhood obesity – from businesses and communities to child care providers, faith leaders, chefs, schools, mayors, parents and individuals.

The First Lady launched *Let’s Move!* in 2010 with the goal of ensuring that all kids can grow up healthy and have the opportunity to pursue their dreams.As a component of *Let’s Move!*, communities across the country are participating in *Let’s Move!* Cities, Towns and Counties (LMCTC), which calls upon local elected officials to adopt sustainable and holistic approaches that improve communities’ access to healthy affordable food and opportunities for physical activity through five goal areas.

“Many of the best, most innovative, most effective solutions start in our city halls and our towns and our county councils. They start with leaders who see people’s struggles up close and who govern where people see it and feel it the most,” said First Lady Michelle Obama.

“On this 4th anniversary of the Let’s Move! initiative, America’s cities continue to lead the charge to reduce childhood obesity. I want to thank local officials across the country for playing a critical role in bringing partners and constituents together to ensure children have healthy environments for them to grow and thrive,” said NLC President Chris Coleman, mayor of Saint Paul, Minn.

As part of this celebration, ***[insert more detailed information regarding your celebratory activities and/or events such as who attended, purpose or outcome you were seeking to achieve, location, etc]***.

***[Quote from city/town/county representative about their commitment to making their community healthier.]***

Since joining LMCTC, ***[name of City/Town/County]***’s *Let’s Move!* efforts include ***[information by city/town/county on LMCTC accomplishments. This could include outcomes if possible and information about the medals you’ve achieved]***. Locally, the following stakeholders have been instrumental in the progress ***[name of City/Town/County]*** has made: ***[name partners and/or individuals]***.

The National League of Cities (NLC) is working in partnership with the U.S. Department of Health and Human Services with support from the U.S. Department of Agriculture, the National Association of Counties and other nonprofit organizations to assist local elected officials who join LMCTC as they implement policy and environmental changes to prevent childhood obesity. The Robert Wood Johnson Foundation is supporting NLC’s in the effort to create healthier communities and prevent childhood obesity, including those participating in LMCTC.

More than 400 cities, towns and counties are participating in LMCTC. LMCTC sites have the opportunity to earn up to five gold medals, one for each actionable goal to which they commit as part of the initiative. Medals are awarded to local elected officials based on achievements in each of the five goal areas. Since July 2012, NLC has awarded 1,426 bronze, silver and gold medals in recognition of local elected officials across the country for their LMCTC progress.

For more information about LMCTC and ***[Your City]***’s accomplishments, visit [www.HealthyCommunitiesHealthyFuture.org](http://www.HealthyCommunitiesHealthyFuture.org).

The National League of Cities is dedicated to helping city leaders build better communities. NLC is a resource and advocate for 19,000 cities, towns and villages, representing more than 218 million Americans.

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