



The Jared Foundation & CATCH Lead the Fight Against Childhood Obesity

October 11, 2011 (Indianapolis, IN) – The Jared Foundation is proud to endorse CATCH® as its official Child Wellness Program. The Jared Foundation, founded by SUBWAY® spokesman, Jared Fogle, and CATCH, a division of FlagHouse Inc., will combine forces with programs aimed at eliminating childhood obesity.

The evidence-based CATCH (Coordinated Approach to Child Health) Program promotes physical activity and healthy nutrition behaviors among preschool through middle school aged children. CATCH targets multiple aspects of the school environment and involves classroom and physical education teachers, food service staff, students' families, and the broader school community in a range of health-promoting activities for children in grades PreK-8. CATCH enjoys great success in thousands of schools, as well as before and after-school and summer recreation settings, throughout the US, Canada and internationally.

“CATCH is a great fit for the Jared Foundation,” said Jared Fogle, Founder and President of The Jared Foundation. “With our combined missions and resources, we feel we can really make a difference in helping kids lead healthier, happier lives.”

The CATCH research headquarters are located at the Michael & Susan Dell Center for Healthy Living (the Center) at The University of Texas School of Public Health. Steven Kelder, PhD, Co-Director of the Center stated, “CATCH was the largest elementary school health study conducted in the United States. It has repeatedly demonstrated that healthy eating and physical activity can create positive change. Our goal is to implement this effective program in every school in the United States, and turn the tide on child obesity.” Added George Carmel, President of FlagHouse, Inc., the global publishing and distribution partner for the CATCH Program, “We are absolutely thrilled to collaborate with one of the world’s most recognized and renowned spokespersons for healthy living. Jared personally embodies the CATCH educational message and practices, and his enthusiasm is just contagious. With Jared’s support and CATCH’s proven results, we can realize our vision to put every child on a healthy course for life.”

About The Jared Foundation

Established in 2004 by SUBWAY® spokesman Jared Fogle, The Jared Foundation’s mission is to eliminate childhood obesity. As a leader in the movement to help children learn life-long healthy diet and exercise habits, The Jared Foundation strives to raise awareness and develop programs that educate and inspire kids to live healthier, happier lives. For more information, please visit www.jaredfoundation.org

About FlagHouse

FlagHouse® is a premier global supplier of resources for physical activity, recreation, education and special needs. With operations in the United States and Canada, its mission is to enhance the quality of life for people of all ages and abilities with more than 20,000 innovative and quality products and resources. FlagHouse is the publisher and distribution partner for the CATCH Program. CATCH is a registered trademark of the Regents of the University of California, and licensed by FlagHouse, Inc.

To learn more, visit www.flaghouse.com & www.catchinfo.org

About the Michael & Susan Dell Center for Healthy Living

Founded in 2006, the Michael & Susan Dell Center for Healthy Living at The University of Texas School of Public Health is an international leader in conducting research and providing programs that promote healthy living for children, their families and communities. Their work fosters improved health behaviors among youth, influences policy and environmental change to support healthy living, and advances professional education and community service.

To learn more, visit: <http://www.sph.uth.tmc.edu/dellhealthyliving/>

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