



CHANNEL ONE AND THE ALLIANCE FOR A HEALTHIER GENERATION ANNOUNCE MEDIA PARTNERSHIP FOR TEEN HEALTHY LIVING

- Helping Schools Promote the Benefits of an Active, Healthy Lifestyle Among Students and Staff -

NEW YORK, NY (March 7, 2007) -- Channel One, the preeminent news and public affairs content provider for teens reaching more than seven million students in middle schools and high schools across the country, today announced a media partnership with the Alliance for a Healthier Generation, a partnership between the William J. Clinton Foundation and the American Heart Association. Through the collaboration, Channel One becomes a key in-school media partner for the Alliance.

“Teaming up with Channel One is a powerful way for the Alliance to advance its mission of eliminating childhood obesity and inspiring all young Americans to develop lifelong, healthy habits,” said Bob Harrison, executive director of the Alliance for a Healthier Generation. “Channel One provides an opportunity to reach kids where they spend most of their time – in school – and to have a positive impact on kids in that environment will be invaluable.”

The media partnership will leverage Channel One and the Alliance’s respective expertise to create an engaging mix of news and feature programming, PSA’s, content, and outreach materials that drive home the importance of increased physical activity and balanced nutrition. For example, the Channel One News broadcast will broaden its coverage of health issues and trends via breaking news segments, and air stories chronicling students’ participation in healthy living activities such as the Alliance’s Go Healthy Kids’ Movement and Healthy Schools Program.

The collaboration also supports an online element as supplement to the on-air programming. ChannelOne.com’s “One Step to a Better You” will connect its community of teens to a host of the Alliance’s resources, tips, surveys, tracking charts and interactive quizzes. Teacher companion site ChannelOneNetwork.com will include teaching resources, staff wellness tools and information about the Alliance’s Healthy Schools Program and Go Healthy Movement, both to stimulate classroom discussion and make the school environment healthier for students and staff. Likewise, the Alliance’s Web site, www.HealthierGeneration.org will provide visitors with direct links to relevant content on ChannelOne.com.

“About 12 million (17.1%) kids in the U.S. are overweight. An additional 12 million are at risk of being overweight. That’s around 24 million kids who are overweight or at risk of being overweight here in the U.S. We believe the single biggest opportunity to impact

the surge begins in the school environment, where the opportunity to educate both students and teachers is the greatest,” said Judy L. Harris, president and CEO of Channel One Network. “This collaboration with the Alliance for a Healthier Generation is another powerful tool Channel One is adding to its collection of resources designed to create healthier learning environments and empower teachers and students to take part in affecting positive, life-long change.”

Channel One’s work with the Alliance amplifies its commitment to the issue of health and wellness among teens. Previously, Channel One hosted a healthy living teen Town Hall with Governors Mike Huckabee (AR) and Phil Bredesen (TN), and launched “One Step to a Better Me”, a programming initiative that featured commentary from a team of experts doling advice, how-to’s and tips on everything from portion control, organized and non-organized physical activity and recipes for healthful snacking.

About Channel One

Peabody and Webby award-winning Channel One is the preeminent news and public affairs content provider reaching more than 7 million teens in middle schools and high schools across the country, nearly 30 percent of teenagers in the U.S. In recent months, Channel One News has covered fast-breaking world events from regions such as Iraq, Kuwait, Afghanistan, Thailand, Sri Lanka, Jordan, Cuba, Venezuela, North Korea, Myanmar, and Qatar. Channel One News programming has been featured on leading networks and news programs, including CNN, ABC News, the WB, Nightline and The Today Show. Visit ChannelOne.com to learn more.

About the Alliance for a Healthier Generation

The William J. Clinton Foundation and the American Heart Association partnered in May of 2005 to create a new generation of healthy Americans by addressing one of the nation’s leading public health threats – childhood obesity. The goal of the Alliance is to stop the nationwide increase in childhood obesity by 2010, and to empower kids nationwide to make healthy lifestyle choices. The Alliance will positively affect the places that can make a difference to a child’s health: homes, schools, restaurants, doctor’s offices and communities. For more information on the Alliance for a Healthier Generation, please visit: www.HealthierGeneration.org.

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