



Healthy100Kids



Florida Hospital for Children Launches Healthy 100 Kids

The new health initiative will focus on improving the health and wellness of kids in Central Florida

ORLANDO, Fla., June 24, 2010 – Children between the ages of six to 10 took to the lawn in front of Florida Hospital for Children running in an obstacle course with legendary golfer Annika Sorenstam. This unique display was designed to visually show the types of challenges that parents often face when trying to care for the health of their child.

Florida Hospital for Children is launching a comprehensive, first-of-its-kind health initiative called Healthy 100 Kids to help families gain better access to health and wellness experts in one convenient location. Healthy 100 Kids is designed to help kids stay active and provide parents with valuable information, tools and resources about healthy living. The Healthy 100 Kids program is made possible due to the generous donations of community partners including Annika Sorenstam and the ANNIKA Foundation, the Martin Andersen – Gracia Andersen Foundation, the Orlando Magic Youth Foundation and others.

“The goal of Florida Hospital for Children’s Healthy 100 Kids program is to create a comprehensive approach to answer a need in our community for better access to health and wellness programs for children,” said Marla Silliman, administrator of Florida Hospital for Children. “Florida Hospital has been caring for patients for more than 100 years and we see first hand how many obstacles patients face. Our goal is to eliminate those obstacles and make it as easy as possible for parents to have access to the care they need for their children.”

“The ANNIKA Foundation strives to teach children about the importance of healthy living and an active lifestyle,” said Annika Sorenstam. “I am so excited to partner with Florida Hospital for Children’s Healthy 100 Kids program because together, I think we can help kids’ live healthier lives. It is our vision that steps we take against the largest pandemic facing America’s youth will one day be best practices implemented nationwide.”

The Healthy 100 Kids program is about more than just losing weight; it is about giving parents and children the tools they need to change their lifestyle. The Healthy 100 Kids team consists of four health professional who specialize in pediatrics and weight management, nutrition, exercise and psychology. The medical director of Healthy 100 Kids, Dr. Angela Fals, is one of a handful of pediatricians in the country who specializes in pediatric weight management, or bariatric medicine. The other experts on the Healthy 100 Kids team include Dr. Celine Passeri, a child clinical psychologist, Lindy Moore, an exercise physiologist, and Tamara Sims-Dorway, a registered dietician. Together, this team will provide a comprehensive approach to care for children and their families dealing with unhealthy lifestyles, overweight challenges and associated medical complications. Additionally, the Healthy 100 Kids program has partnered with the Florida Hospital – Sanford Burnham Translational Research Institute for Metabolism

and Diabetes to research the causes of childhood obesity. This strong research partner will help the program by conducting research to help us better understand the causes of childhood obesity.

The Healthy 100 Kids' physicians, clinicians and medical staff will tailor a program with the goal of giving children and families the best chance of living to a healthy 100. The interconnectivity between nutrition, fitness, relaxation, relationships and body image will lay the foundation for new household habits. While there may be short-term incremental goals, the program offers all participants long-term support and encouragement through a variety of means because "staying healthy" is a lifetime commitment.

About the *Walt Disney Pavilion* at Florida Hospital for Children

The *Walt Disney Pavilion* at Florida Hospital for Children is a full-service facility served by more than 70 pediatric specialists, one of the largest panels of pediatric experts in Central Florida and a highly trained pediatric team of more than 600 employees. This unique children's hospital provides patients with private, family-centered pediatric rooms, a dedicated pediatric emergency department and an Advanced Center for Pediatric Surgery. The *Walt Disney Pavilion* at Florida Hospital for Children delivers a complete range of pediatric health services for younger patients including advanced surgery, oncology, neurosurgery, cardiology and transplant services; full-service pediatrics; and an innovative health and obesity platform. The recent expansion includes a seven-floor dedicated entrance, three-story lobby, and when completed the *Walt Disney Pavilion* at Florida Hospital for Children will have a total of more than 200 pediatric beds.

ANNIKA Foundation

The ANNIKA Foundation teaches children the importance of living a healthy, active lifestyle through fitness and nutrition, and offers aspiring junior golfers opportunities to pursue their dreams. A primary focus for the ANNIKA Foundation is to identify the greatest needs and opportunities to make an impact by developing sports and physical fitness programs for kids. A key focus is to provide resources that increase participation and access where it is not currently available or affordable, and promote awareness for the importance of leading a healthy, active lifestyle.

More information about the ANNIKA Foundation can be found at www.annikafoundation.org.

About Annika

Annika is the greatest female golfer of our generation and often regarded as the best of all-time. During her 15-year Hall of Fame career, she rewrote the LPGA and Ladies European Tour record books, won countless awards and changed the way women's golf was played, viewed, and covered. She amassed 89 worldwide professional victories, including 72 LPGA wins, ten of which are Major Championships. Annika stepped away from professional golf after the 2008 season to focus on her family and the ANNIKA brand of businesses, including the ANNIKA Academy, ANNIKA Financial Group, ANNIKA Course Design, the ANNIKA Collection of apparel with Cutter & Buck, signature high-end wines with Wente Vineyards and an online retail shop, shopannika.com. In 2007, Annika created the ANNIKA Foundation as a way to teach children the importance of living a healthy, active lifestyle through fitness and nutrition, and offer aspiring junior golfers opportunities to pursue their dreams. In 2008, Annika joined Arnold Palmer as only the second Ambassador of the United States Golf Association, and in 2009, along with Jack Nicklaus, she was named a Global Ambassador by the International Golf Federation and aided in the successful bid for golf in the 2016 Olympic Games. Annika will

serve as a vice-captain for The 2011 European Solheim Cup Team at Killeen Castle in County Meath, Ireland, Sept. 23-25. More information can be found at www.annikasorenstam.com.