



For immediate release

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**URBAN HEALTH PLAN, NBC UNIVERSAL AND GE JOIN
HUNTS POINT STUDENTS TO PREPARE
FOR “BATTLE OF THE BULGE” AGAINST OBESITY**

As the Bronx struggles to overcome its title of “the heaviest borough in NYC,” students at a Hunts Point high school are getting a crash course in fighting obesity that puts them, their families and neighbors at risk for heart disease, diabetes and hypertension.

“Fighting Obesity” consists of a screening of the CNBC documentary “One Nation, Overweight;” interactive health trivia; and a panel discussion about teaching young people to make healthier choices about nutrition and exercise. The event is sponsored by the NBC Universal Chapter of GE’s African American Forum. It is a GE Healthymagination initiative, in partnership with Urban Health Plan.

The event gives the John V. Lindsay Wildcat Academy Charter School students critical information on health and wellness, nutrition and exercise that will help them develop a healthier lifestyle. Hunts Point has one of the highest rates of obesity among children, young adults and adults in the city.

When: Wednesday, Nov. 17, 12:30 pm – 2:30 pm
Where: John V. Lindsay Wildcat Academy Charter School 1231 Lafayette Avenue, Bronx, NY 10474

Who: Panelists include:

- NBC 4’s DeMarco Morgan, Master of Ceremonies
- Scott Wapner, CNBC correspondent of “One Nation, Overweight;”
- Trey Jackson, personal fitness instructor and nutritionist;
- Viju Jacob, MD, associate medical director and pediatrician, Urban Health Plan
- Giandelly Lantigua, junior-year high school student at Wildcat Academy
- Bill Peacock, chef, Culinary Program, Wildcat Academy.

“One Nation, Overweight,” a CNBC original documentary reported by Scott Wapner, examines this national health and economic crisis through the incredible personal stories of Americans desperate to lose weight. The one-hour documentary reveals some of the diverse ways the nation is battling the bulge.

According to the New York City Department of Health and Mental Hygiene’s ***Obesity in the South Bronx – A look across generations: A Neighborhood Report from the Bronx District Health Office*** (2007), the South Bronx is fighting an uphill battle against obesity:

- About 1 in 6 public high school students is obese and more than 1 in 3 is overweight or obese
- More than 4 in 10 high school students report not exercising at least 20 minutes a day 3 days a week. Nearly 6 in 10 watch TV at least 3 hours per day.
- Eight in 10 adolescents say they eat fewer than five servings of fruits and vegetables per day.
- The prevalence of obesity among public high school students and adults 45 to 64 years of age, however, is higher in the South Bronx than in the city as a whole.

About NBC Universal

NBC Universal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. For more information, visit the company's Website at www.nbcuni.com

About GE

GE (NYSE: GE) is a diversified global infrastructure, finance and media company that is built to meet essential world needs. From energy, water, transportation and health to access to money and information, GE serves customers in more than 100 countries and employs about 300,000 people worldwide. Our "healthymagination" vision for the future invites the world to join us on our journey as we continuously develop innovations focused on reducing costs, increasing access and improving quality around the world.

GE is Imagination at Work. For more information, visit the company's Web site at <http://www.ge.com/>.

About Urban Health Plan:

Urban Health Plan (UHP) is a network of federally qualified community health centers based in the South Bronx and Queens. Its mission is to improve the health status of underserved communities. In 2009, UHP served 37,000 patients through 200,000 patient visits at four clinic sites, five school-based clinics, and four off-sites. It has served the Hunts Point, Mott Haven and other surrounding communities of the Bronx since 1974.

As a federally qualified health center, UHP plays a vital role in providing health services to poor and medically underserved populations who often have difficulty accessing quality health care.

Over the years, UHP has developed many health improvement initiatives including a nationally acclaimed asthma management program, programs in childhood obesity prevention, nutrition, HIV/AIDS care, and mental health services. UHP is one of the first community health centers in New York who fully uses electronic medical records and is currently using iris recognition technology to identify patients.

In 2006 UHP received the National Exemplary Award from the United States Environmental Protection Agency for its efforts to reduce asthma rates in Hunts Point. It has been named one of the top twenty-five Hispanic not-for-profits in the country by Hispanic Business Magazine for the past three years. In the summer of 2009 UHP was named one of the top twenty community health centers in the country by the Bureau of

Primary Health Care and received the Nicholas E. Davies Award for Excellence from the Health Information Management Systems Society for excellence in the use of electronic health records. UHP was also awarded a Level 3 recognition as a Physician Practice Connections – Patient-Centered Medical Home (PPC-PCMH) from the National Committee for Quality Assurance (NCQA). Level 3 recognition is the highest awarded by the NCQA.

More information on UHP can be found at www.urbanhealthplan.org.