

# CHILD OBESITY DOCUMENTARY IN PRODUCTION

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Childhood obesity has reached epidemic proportions in the United States. 300,000 people die each year from the consequences of obesity, and over \$117 billion is spent annually for medical and work related costs. Six million kids are at risk and five million are waiting in the wings. With poor eating habits, lack of exercise and sometimes neglect, there are millions of overweight kids in America feeling self-conscious, depressed and isolated.

Overweight adolescents have a 70% chance of becoming overweight or obese adults. The consequences are grim. Outcomes of this epidemic include heart disease, Type II diabetes, risk of strokes, colon, breast and prostate cancers, depression and a shortened lifespan. Emmy-award winning Bay Area filmmaker, Mickey Freeman ([www.mickeyfreemantp.com](http://www.mickeyfreemantp.com)) is producing and directing a one-hour documentary that captures the plight of these children, their families and the consequences for the country.

Freeman's documentary is seeking funding at the grassroots level and is focused on providing dramatic truth, moving testimony and compelling education. The Bay Area Video Coalition, a 501(c)(3) non-profit entity, is the project's fiscal sponsor, where tax deductible contributions are gratefully being accepted and will be wisely spent.

Caught in today's fast-paced, fast-food lifestyle, and living through the painful ordeal of obesity, real people will share their pain, hopes and encouragements so that other families might learn to break the mindset, propaganda and societal pressures leading to obesity. Surrounding these children's stories and portrayals are Freeman's interviews with the foremost experts in the fields of nutrition, anthropology, advertising, policy makers and other professionals. Please find detailed information at [www.weightofobesity.org](http://www.weightofobesity.org).

comes out in the media about the issue of obesity. Radio and TV talk shows, television news, newspaper editorials and public meetings have taken the issue to national and international forums. Yet for 50 years, the situation has been steadily growing worse, and now we are paying the consequences. Not only is it going to take forums and media attention to help solve this growing concern, but it also demands a strong grassroots effort and education to begin to turn around the problem of obesity and its dire consequences.

If you're interested in contributing, or being portrayed in this documentary, detailed information can be found at [www.weightofobesity.org](http://www.weightofobesity.org).

The website includes video clips from Alice Waters, restaurateur, Joanne Ikeda, nutrition educator at UC Berkeley, Esther Cook of The Edible Schoolyard, and Margaret McKenzie, cultural anthropologist.

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