



Visit www.walkfromobesity.com
 and click on "Register" to participate in a Walk near you!

**Recruit Your
 Family, Friends
 and Colleagues!**



In cities across the United States, individuals affected by obesity, along with family and friends of those affected, healthcare professionals and many others will come together and proudly walk to raise awareness of obesity in the Annual *Walk from Obesity*.



The Annual *Walk from Obesity* welcomes all types of individuals to participate. Participants include those who have successfully treated their obesity, family members and friends, those who continually struggle with obesity and members of the public who are interested in advancing the cause of fighting obesity.



RAISING MONEY FOR THE WALK FROM OBESITY

Walkers raise money by asking friends, family and co-workers to sponsor them. In addition to walker income, funds are raised through corporate contributions, matching gifts, commemorative giving and other fundraising activities.



The funds raised through this event support the ASMBS Foundation and the OAC's independent educational missions and fund programs focused on research, education and advocacy for all those affected by obesity.



ABOUT OBESITY

Obesity is a serious health epidemic that affects one in three Americans. It is estimated that more than 93 million Americans are obese, with that number predicted to climb to 120 million in the next five years.



Obesity is a condition characterized by excessive body fat, defined by genetic and environmental factors that are difficult to control with dieting. Obesity increases the likelihood of certain diseases and other related health problems.

WALKfromOBESITYSM

ASMBS Foundation
 100 SW 75th Street, Suite 201
 Gainesville, FL 32607
 Toll Free: 866.471.2727
 Fax: 352.331.4975
www.walkfromobesity.com

Benefiting:



WHY IS THE WALK FROM OBESITY A NEEDED EVENT?

Our society is experiencing an obesity epidemic. Those affected by obesity are at an increased risk for other life-threatening diseases including type 2 diabetes and heart disease, at a cost of \$270 billion every year. The *Walk from Obesity* is a national effort that increases public awareness of the disease of obesity, its numerous physical and emotional consequences and the available treatments.

HOW DOES THE MONEY RAISED FROM THE WALK FIGHT OBESITY?

The *Walk from Obesity* raises money for:

- Funding research
- Increasing education
- Raising awareness of obesity and its treatments
- Conducting advocacy
- Eliminating weight stigma
- Supporting community initiatives

HOW DO I REGISTER TO PARTICIPATE IN A WALK?

Please visit www.walkfromobesity.com and click on "Register" or contact your local Walk leader (contact information located on the back page of this brochure).

HOW MUCH DOES IT COST TO PARTICIPATE?

The online registration fee is \$25 per person to participate in the Walk and \$35 to register offline or on-site the day of the event.

The registration fee includes:

- Your entry to Walk in the event
- Keepsake *Walk from Obesity* T-shirt
- One-year Membership in the OAC
- And more!

You are also encouraged to ask individuals or companies to sponsor you in the Walk. Just think, if you ask five friends for a \$5 donation, you could walk for free! If you are unable to participate, but would like to donate to the Walk or sponsor a Walker, please visit our Web site at www.walkfromobesity.com or see the "Make A Donation" form in this brochure.

Raising Awareness



GET YOUR COMPANY INVOLVED

- Ask your upper management and CEO to walk with your team
- Challenge your branch offices to create teams
- Create department, floor or shift competition
- Ask for some "seed" money for Walk expenses
- Ask your company to donate space to hold a team rally or fundraising activity
- Ask for space on your company Intranet or in your company newsletter to advertise your team

Build Your Team!



WANT TO HELP EVEN MORE?

There are countless ways you can make a difference in the fight against obesity in the United States. Please contact your local Walk leader if you would like to:

- Become a volunteer
- Sponsor the *Walk from Obesity*
- Rent a booth at the *Walk from Obesity*
- Donate a raffle prize
- Form a team
- Host a fundraising activity

JOIN THE CONVERSATION AND KEEP UP TO DATE ON THE WALK FROM OBESITY



Become a "Fan" of the *Walk from Obesity* Facebook page for the latest information!



Follow the *Walk from Obesity* on twitter! @walkfromobesity

ABOUT THE ASMBS FOUNDATION



The American Society for Metabolic and Bariatric Surgery, (ASMBS) Foundation is a national nonprofit organization developed to raise funds for conducting obesity research, education, public and scientific awareness and understanding, and improving access to quality care and treatment of obesity.

Recognizing the escalation in obesity and the extraordinary difficulties in its prevention and treatment, the ASMBS Foundation is working to take important steps in the fight against obesity. In 2003, the ASMBS Foundation founded the *Walk from Obesity* under the vision and direction of Bryan G. Woodward. The Foundation's Bryan G. Woodward Community Grant Program was established to support local initiatives to address the obesity epidemic in cities that host a *Walk from Obesity*. Preference is given to those who participated in or hosted a *Walk from Obesity* fundraising event. For information on projects that have been funded by the ASMBS Foundation and how to apply for a Bryan G. Woodward Community Grant, please visit www.asmbfoundation.org.

ABOUT THE OBESITY ACTION COALITION



The Obesity Action Coalition is national nonprofit organization dedicated to giving a voice to those affected by obesity. The OAC was formed to build a nationwide coalition of those affected to become active advocates and spread the important message of the need for obesity education.

To increase obesity education, the OAC offers a wide variety of free educational resources on obesity, morbid obesity and childhood obesity, in addition to consequences and treatments of these conditions. The OAC also conducts a variety of advocacy efforts throughout the U.S. on both the national and state levels, and encourages individuals to become proactive advocates.

As a partner in the Walk, the OAC wants you to get involved in education and advocacy initiatives year-round. To help you stay involved in the cause of obesity, all registered participants of the Walk will receive a one-year Individual Membership in the OAC, which will include:

- Official welcome letter and membership card
- Annual subscription to the OAC's publication, *Your Weight Matters Magazine*
- Subscription to the *OAC Members Make a Difference* monthly e-newsletter
- Periodic member alerts informing you of issues that need action/attention
- Ability to lend your voice to the cause of Obesity
- Representation in advocacy issues impacting those affected

Please visit www.obesityaction.org to learn more about the OAC.

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MAKE A DONATION

I do not wish to register to participate, but I would like to donate to the *Walk from Obesity*.

Donate online:

Make a donation by visiting our Web site at www.walkfromobesity.com and clicking on "Donate" then choose the Walk you would like to make a donation to. From there, you may choose to sponsor a Walker or make a general donation.

Donating by mail:

Please complete this form and send it with your check or money order (payable to the ASMBS Foundation) to:

100 SW 75th Street, Suite 201
Gainesville, FL 32607

Gift Amount (U.S. Dollars)

\$25 \$50 \$100 \$150 Other _____

Donor Information: (Please Print)

Name: _____

Street Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

If Applicable:

Please list the Walk location and/or participant name receiving credit for your donation:

Walk location: _____

Participant Name: _____

Thank you for making a difference in the fight against obesity!

All donations made to the ASMBS Foundation are tax-deductible under Section 170 of the IRS Code.