

MEDIA ALERT

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New York Giants and American Heart Association Will Play 60 at Burnet Middle School in Union, NJ

*Modell's Sporting Goods to donate \$1,500 of athletic equipment
All media MUST report to the main office upon arrival*

What: The New York Giants and American Heart Association team up to battle childhood obesity at Burnet Middle School in Union, NJ. New York Giants players will participate in 60 minutes of active play with the students, while stressing the importance of staying active to live a healthy lifestyle.

Giants' team sponsor Modell's Sporting Goods will help make the day's events even more impactful by contributing \$1,500 of athletic equipment to the school. The school will be able to use the contribution to purchase the equipment of their choice. Modell's will be making the \$1,500 equipment donation at all three of the Giants' Play 60 school visits with the American Heart Association during the 2019 season.

When: Tuesday, September 17, 2019
1:00 PM

Where: Burnet Middle School
1000 Caldwell Avenue, Union, NJ 07083

Who: Sixth grade students and teachers from Burnet Middle School, Modell's Representative, and New York Giants Players

Why: Today, about **one in three American kids and teens is overweight or obese**, nearly triple the rate in 1963. Among children today, obesity is causing a broad range of health problems that previously weren't seen until adulthood. These include high blood pressure, type 2 diabetes and elevated blood cholesterol levels. There are also psychological effects: Obese children are more prone to low self-esteem, negative body image and depression. And excess weight at young ages has been linked to higher and earlier death rates in adulthood. Studies have proven that physical activity produces overall physical, psychological and social benefits. That's why the National Football League and the American Heart Association have teamed up to create the *NFL PLAY 60 Challenge*, a program that inspires kids to get the recommended 60 minutes of physical activity a day in school and at home. It also helps schools become places that encourage physically active lifestyles year-round. For more information on the NFL Play 60 program, visit www.heart.org/nflplay60challenge.

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