Childhood obesity in Georgia is an epidemic, and to beat it, the entire community must be engaged. From parents and children to doctors, teachers and corporate partners, Georgia’s kids need constant encouragement to change years of bad habits. The Leadership Division of the Community Bankers Association of Georgia (CBA) has designated funding for the Children’s Healthcare of Atlanta Strong4Life movement to promote health and wellness among children throughout the state.

One child who has benefited from Strong4Life is Steven Meyers. At age 12, Steven weighed 222 pounds. Concerned he was at risk for weight-related health issues like Type 2 diabetes, Steven’s pediatrician referred him to our Health4Life Clinic. It wasn’t until a school nurse suggested Camp Strong4Life that Steven was ready to address his health issues.

At Camp Strong4Life, Steven experienced the breakthrough he needed to make lasting lifestyle changes. When he returned home, he applied the healthy habits he learned at camp. Instead of eating fast food, Steven prefers to stay home and prepare his own healthy meals like grilled chicken and salad. Steven also advises his mom about the food she buys and suggests healthy options for his family.

Steven has lost close to 60 pounds so far, and he plans to return to Camp Strong4Life next year. He has pledged to do all he can to promote the Strong4Life message.

Stories like Steven’s illustrate the importance of partnerships such as the one between CBA’s Leadership Division and Children’s, which began in 1989 and has raised nearly $400,000 on behalf of our patients.

“The CBA’s Leadership Division always sets ambitious goals for itself, not only for the benefit of the association, but for Children’s,” said Rob Braswell, President and CEO of the CBA. “I am very impressed by this group’s drive and passion, and I have no doubt they will exceed their goal to raise more than $40,000 for Children’s this year.”

Did you know?

Nearly 1 million kids in Georgia are overweight or obese.
LexisNexis sponsors Safe Kids Georgia breakfast

LexisNexis is the presenting sponsor of the fifth annual Safe Kids Georgia Awards Breakfast at Twelve Hotel in Atlantic Station. Hosting duties will be shared by Christi Paul of CNN and Lori Geary of WSB-TV. The event will welcome more than 300 of Atlanta’s corporate, government and media dignitaries to showcase the essential work being done on behalf of Georgia’s kids by law enforcement, fire and emergency services, and medical personnel.

Titled “Simple Solutions, Safer Communities,” the breakfast honors community leaders who help keep Georgia’s kids safe and features a special presentation by a pediatric injury survivor. More than 80 percent of funds raised through this event will go directly toward programming initiatives.

Visit choa.org/safekids for more information.

Embassy Suites brings fun and healing to our patients

As part of a Hilton Hotel corporate volunteer challenge, Embassy Suites is hosting a series of events through 2013. The company has pledged to donate a $10,000 prize to Children’s Healthcare of Atlanta if they win.

Embassy Suites hosted the first of four Parent’s Night Out events in July at our Egleston hospital, treating 75 patients and their families to a catered dinner and a rousing game of Bingo with prizes.

Embassy Suites also presented three portable DVD players and 25 DVDs to Egleston patients, funded through the sale of employee-made lunches. Plus, the company is also donating additional items from our wish list, which may include laptops and printers, video gaming systems and video games, and digital cameras.

In addition to Parent’s Night Out, Embassy Suites is also sponsoring visits from Healing Hooves Inc. From July through October, Healing Hooves will bring a miniature therapy horse into the garden at Egleston, and patients will be able to pet, brush and adorn the horse, Caramel, with bows.
Old Castle Materials joins the race at Superhero Sprint

Heroes of all stripes donned costumes for a good cause at the Strong4Life Superhero Sprint. Held at Piedmont Park in June, 1,177 participants raised more than $50,000 for the Strong4Life movement. Presenting sponsor, Old Castle Materials, not only donated $15,000 to the worthy cause, but also drafted a team of 183 corporate superheroes to take part in the race.

Former University of Georgia linebacker David Pollack judged a costume contest in which adults, children and yes, even dogs, vied for top honors. Post-race activities also included healthy food and beverage tasting stations, giveaways, and group exercises.

Event supporters—TouchPoint/Morrison, Old Castle Materials, Whole Foods Market and the Southeast Produce Council—raised needed funds that will help Strong4Life reach even more families through training programs, community partnerships and legislative efforts.

Expanding our care to help our kids

In order to keep up with the growing pediatric population in Georgia and the surrounding area, we are expanding our facilities to include a child life playroom, parent lounge, parking lot and 46 hospital beds at our Egleston and Scottish Rite hospitals. Critical areas such as our Pediatric Intensive Care Units (PICU) and medical/surgical rooms will be expanded as well. Children’s is investing $20 million, with hopes of raising $10 million from the community over the next year and a half for the expansion that will begin this fall.

Contact lucy.klausner@choa.org for more information.

Corporate Committee member spotlight

“When my daughter was treated at Children’s, my family experienced their exceptional, family-centered care firsthand. As a member of the Children’s Corporate Committee, I am honored to give back to the place that made a difference in our lives and the lives of so many others. We never know when we’re going to need Children’s, but with continued community support, Children’s will be there for families like mine for generations to come.”

— Scott MacLellan, CEO, TouchPoint Support Systems
Children’s Corporate Committee Chair
**Calendar of events**

**Kickin’ it for charity**

Walton EMC Natural Gas has teamed up with Children’s Healthcare of Atlanta to cheer for The University of Georgia Bulldogs this football season. For every Georgia field goal, Walton EMC will donate $500 to Children’s and other local charities. Visit [770GasHeat.com/Bulldogs](http://770GasHeat.com/Bulldogs) to vote and show your support for Children’s.

### 27.2 Miracle Marathon
Tuesday, Oct. 1, through Sunday, Oct. 27
[miraclemarathon.org](http://miraclemarathon.org)

### Walmart Golf Tournament
Wednesday, Oct. 2
[choa.org/walmartgolf](http://choa.org/walmartgolf)

### Pulling for the Kids Sporting Clay Tournament
Thursday, Oct. 3
[choa.org/pulling](http://choa.org/pulling)

### Delta Airlines Children’s Miracle Network Hospitals Golf Classic
Friday, Oct. 4

### 24 Hours of Booty
Saturday, Oct. 5, and Sunday, Oct. 6
[choa.org/24hoursofbooty](http://choa.org/24hoursofbooty)

### Por Los Niños Radiothon
Thursday, Oct. 17, and Friday, Oct. 18
[choa.org/laraza](http://choa.org/laraza)

### Torch Relay for Children’s Miracle Network Hospitals
Saturday, Oct. 26
[choa.org/torchrelay](http://choa.org/torchrelay)

### Kids II Strong Legs Run
Saturday, Nov. 2
[choa.org/stronglegs](http://choa.org/stronglegs)

### FIJI Run for the Kids
Saturday, Nov. 30
[fijirunforthekids.weebly.com/](http://fijirunforthekids.weebly.com/)

Visit [choa.org/events](http://choa.org/events) for a full list of events that benefit Children’s.

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**The Children’s mission is to make kids better today and healthier tomorrow.**

Contact Michelle Bennett at 404-785-7313 or michelle.bennett@choa.org to receive our quarterly newsletter by email.

**Corporate Connections** keeps you updated about what’s happening at Children’s and shows how the generous support from our corporate community makes a difference in the lives of children.

Visit [choa.org/corporateconnections](http://choa.org/corporateconnections) for more information about the Corporate Connections Program.