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Latin American Commitment to a Healthy Future and Movement for  
Healthy Life Announce Partnership Promoting Healthy Habits in Mexico  
*Jointly-Developed Health & Wellness School Curriculum  
Platform to Launch September 20<sup>th</sup>*

(Mexico City, Mexico) Today, at an event with the Mexican Minister of Health José Narro Robles, the Latin American Commitment to a Healthy Future announced the execution of a collaboration agreement with Movement for Healthy Life (MOVISA), a Mexican non-profit organization created to promote nutritional guidance and physical activity to help children and adults establish a healthy lifestyle and an appropriate body weight.

“The Latin American Commitment to a Healthy Future and MOVISA share the same healthy lifestyle goals, and through this new partnership, our two organizations will develop and share ideas, information and best practices that work when it comes to helping students and their families make healthy decisions that become healthy habits for a lifetime,” said Becky Johnson, Healthy Weight Commitment Foundation Executive Director, parent organization for the Latin American Commitment to a Healthy Future.

MOVISA is a non-governmental private partnership supported by food and beverage, retail, sports, entertainment and banking companies and other stakeholders that collaborate with public and private organizations to promote a healthy diet and more physical activity as the keys to a healthy lifestyle. MOVISA’s core principles are Education, Communication, Research, Innovation and Activation.

Juntos Contamos™ is a free, online curriculum program for teachers and schools with students in grades Pre-K-5 throughout Mexico. Developed in partnership with [Discovery Education](#), the leading provider of digital content and professional development for K-12, this curriculum provides participating schools with comprehensive health and wellness lesson plans and classroom tools that help students and their families make healthy decisions that become healthy habits for a lifetime.

“We have been able to reach more than 38 million school children in the U.S. with our Together Counts™ health and wellness school curriculum, and we are excited to play a

role in expanding healthy lifestyle education programs to other countries around the world,” concluded Ms. Johnson.

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#### **About the Healthy Weight Commitment Foundation**

The Healthy Weight Commitment Foundation (HWCF) is a broad-based not-for-profit organization whose mission is to help reduce obesity, especially childhood obesity, by encouraging positive and permanent lifestyle changes among school-aged children and their families. The Foundation develops and implements innovative and collaborative educational, marketplace and community solutions with its coalition of 300 corporate and not-for-profit partners. Through its free, award-winning Together Counts™ healthy lifestyle school curriculum, the Foundation has reached more than 38 million students. As the first commitment to First Lady Michelle Obama's Let's Move initiative and verified by the Robert Wood Johnson Foundation, the HWCF's food and beverage company members gave consumers more lower calorie options by removing 6.4 trillion calories from their products—surpassing their pledge by more than 400% three years ahead of schedule. Building on its success in the U.S., in June 2016 at the World Economic Forum on Latin America HWCF launched the Latin American Commitment to a Healthy Future that promotes healthy habits throughout the region.

#### **About Discovery Education**

Discovery Education is the global leader in standards-based digital content for K-12, transforming teaching and learning with award-winning digital textbooks, multimedia content, professional development, and the largest professional learning community of its kind. Serving 3 million educators and over 30 million students, Discovery Education's services are in half of U.S. classrooms, 50 percent of all primary schools in the UK, and more than 50 countries. Discovery Education partners with districts, states and like-minded organizations to captivate students, empower teachers, and transform classrooms with customized solutions that increase academic achievement. Discovery Education is powered by Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), the number one nonfiction media company in the world. Explore the future of education at [www.discoveryeducation.com](http://www.discoveryeducation.com).