



We Can!™ corporations

Ways to Enhance Children's Activity & Nutrition

We Can!™ Corporate Collaborations

We Can! is proud to collaborate with the following 12 corporations who are spreading the word about our program from North to South, and East to West. These partners in the private sector have helped increase program brand recognition, reach at-risk populations, and provide tangible support for community mobilization efforts nationally through an array of activities. Details on those activities can be found at <http://wecan.nhlbi.nih.gov/>.

Corporate Partners

Black Entertainment
Television Foundation
Big Green Company
Ceridian
Delaware Physicians Care, Inc.
H.J. Heinz
Health Monitor Network
Host Hotels and Resorts, Inc
Nestle Water North America
ODS Health Plan Inc.
SUBWAY® Restaurants
UPMC Health Plan
Univision Communications, Inc.



Participating Corporations

Alltel Corporation
Delphi Corporation
Mutual of Omaha Companies
Wal-Mart Stores, Inc.



Corporate Partners Highlights

ODS Health Plan, Inc.,

Partner Since: October 2009

ODS Health Plan, Inc., (ODS)—provider of medical and dental insurance to more than one million Oregonians—has signed on to the **We Can!** movement!

As part of its own efforts to educate members about the benefits of healthy weight management, ODS will be reaching out to their members with **We Can!** resources. They will be providing access to **We Can!** materials; distributing fliers, tips, handbooks, and posters; and beginning collaborations with **We Can!** community sites throughout Oregon.

But that's not all! In the spring of 2010, ODS anticipates building on their regional efforts to support **We Can!** community sites by sponsoring a **We Can!** regional training, similar to those being planned by other sites.

Contact us at wecan@aed.org if you are interested in working with ODS or would like to register for or learn more about their upcoming **We Can!** regional training.



Big Green Company

Partner Since: October 2009



Step aside silly rabbit—Charley's here!

Charley, the BIG GREEN RABBIT, that is.

Fresh from distributing nearly 150 pounds of organic carrots to kids in the Rockies, winning four Heartland Emmy awards, and earning a Parents Choice Award from the nation's oldest nonprofit consumer guide to children's media, Charley the BIG GREEN RABBIT is jumping from the TV screen into the **We Can!** movement.

The BIG GREEN RABBIT is one of PBS's newest television shows for kids. The series stars Charley, a stuffed plush animal that comes to life as the walking, talking BIG GREEN RABBIT thanks to the vivid imagination of his best friend, Isabelle. Each episode contains several catchy, animated music videos designed to inspire children at home to stand up and dance. A study conducted on the pilot episode ("What is a Calorie?") indicates that a young child may burn between 40 and 80 calories by dancing along to the music in a half-hour episode.

The Big Green Company will use its animation expertise to spread **We Can!**'s messages, and as a result, Charley will be doing a newly created song and dance especially for **We Can!** and kids across America. Big Green Company is dedicating an entire episode to helping kids learn the fundamentals of maintaining a healthy weight. Stay tuned for more!



► Become a **We Can!** partner. Visit <http://wecan.nhlbi.nih.gov/>.



National Heart, Lung, and Blood Institute
National Institute of Diabetes and Digestive and Kidney Diseases

Eunice Kennedy Shriver National Institute of Child Health and Human Development
National Cancer Institute

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