



## Jared Fogle's 3-Point Plan for Fighting Childhood Obesity

<b>Overview</b>	It's a big year for Jared Fogle as he celebrates 10 years of success losing and keeping off 245 pounds. He's looking ahead and focusing his attention on a new 3-point plan for childhood obesity prevention based on his own experiences. He'll travel the country for 200+ days this year speaking at high-profile events and local schools to share the details of his plan and encourage participation by parents, schools and other organizations. The Jared Foundation was founded in 2004 and will expand this year with a goal of putting \$2 million toward his prevention plan.
<b>A Giant Supporter</b>	New York Giants Defensive End Michael Strahan is partnering with Fogle and The Jared Foundation. As an honorary board member, Strahan will help generate awareness and funds to help tackle childhood obesity.
<b>The 3-Point Plan</b>	<ul style="list-style-type: none"> <li>• <b>The Jared Fogle Healthy Lifestyle Nationwide School Grant Program:</b> To help schools implement the 2004 federally mandated wellness policies, The Jared Foundation will offer \$20,000 grants to up to 50 schools in 2008 (\$1 million total in grant money).</li> <li>• <b>Parents in the Know Initiative:</b> Based on his personal experience as a child, Fogle will help parents identify "at risk" obesity behavior early on and re-direct children toward healthy activities they can enjoy for a lifetime. In partnership with a national parenting magazine and local community organizations, The Jared Foundation will launch a multi-faceted parent education program on obesity issues.</li> <li>• <b>Families Get Smart About Dining Out Campaign:</b> Fogle firmly believes that eating out can be enjoyable and healthy, and advocates for parents to set firm guidelines for kids on what they are allowed to order from the menu ahead of time. "It's up to us individually to avoid the junk and to educate ourselves on what's in the food we choose." In partnership with a national association, Fogle will launch an initiative to show families how easy and fun it can be to dine out and select nutritious items from nearly any menu.</li> </ul>
<b>Meet Jared When He Visits Your Town</b>	Fogle and his famous "fat pants" will be embarking on a nationwide "Tour de Pants" in 2008. Consumers can meet Fogle, pose for photos and learn more about The Jared Foundation programs and how to get involved. For a schedule and more details, visit <a href="http://SubwayFreshBuzz.com">SubwayFreshBuzz.com</a> or <a href="http://JaredFoundation.org">JaredFoundation.org</a> .
<b>Supporting the Cause</b>	At <a href="http://SubwayFreshBuzz.com">SubwayFreshBuzz.com</a> , consumers can win a chance to be in a SUBWAY® restaurants commercial and also learn how to make a donation to The Jared Foundation.
<b>Applying for a Grant</b>	Schools interested in applying for a foundation grant can obtain an application form and entry requirements at <a href="http://JaredFoundation.org">JaredFoundation.org</a> .

The Jared Foundation was established in 2004 by SUBWAY® restaurants spokesperson Jared Fogle, who is known for losing 245 pounds in a year's time by eating SUBWAY® sandwiches and increasing his physical activity. Fogle knows first-hand the physical and emotional hardships overweight children endure and wants to help motivate and empower children to take action to live a healthy life. The mission of The Jared Foundation is to help educate children, parents and caregivers about the importance of a balanced meal plan and regular physical exercise, and to encourage children, support families and motivate communities to become involved and take action.

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