**media Alert**  **contact person**:

DATE Name

Email

ADDRESS

**EVENT: LOCATION - 2024 Walk from Obesity**

**WHAT:** TREO Foundation’s*“Walk from Obesity”* to raise awareness locally of the disease of obesity and treatment of obesity, along with funds for research and education.

**WHEN:** DATEEVENT TIMES

**WHERE:** VENUE ADDRESS

**WHO:** Persons affected by the disease of obesity, family, friends, colleagues, and healthcare professionals unite and walk to raise local awareness of the disease of obesity in the annual nationally held *Walk from Obesity*. (Insert guest speaker or special guests, if applicable.)

**HOW:** Register or donate at [www.walkfromobesity.com/events](http://www.walkfromobesity.com/events).

**HOSTED BY:** (insert presenting sponsor names in alphabetic order)

(Insert one paragraph about the event)

**About the *Walk from Obesity*** *–* The TREO Foundation’s *Walk from Obesity* was established to raise awareness of the obesity epidemic and to support initiatives focusing on prevention, education, research, treatment and access to care. Proceeds from the *Walk from Obesity* benefit the independent educational and research initiatives of the TREO Foundation (formerly ASMBS Foundation). Walkers raise money by asking friends, family and co-workers to sponsor them. In addition to walker income, funds are raised through sponsorship, matching gifts, corporate contributions and other fundraising activities.

**About the TREO Foundation** - The mission of the TREO Foundation is to raise funds for conducting research and education, increasing public and scientific awareness and understanding, and improving access to quality care and treatment of obesity.

**About (insert name and info for each Presenting Sponsor ) -**