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For Immediate Release

INTRODUCING NEW JAMMIES SLEEPWEAR WITH A MESSAGE-FIGHTING CHILDHOOD OBESITY

For the first time in two centuries, the current generation of children in America may have shorter life expectancies than their parents. According to recent reports, which contend that the rapid rise in childhood obesity, if left unchecked could shorten life spans by as much as five years, striking down these children with diseases and complications such as Type 2 diabetes, heart disease, kidney failure and cancer.

The health effects of being an overweight child depend on such factors as a child's fitness level and obviously, their eating habits.

One has to ask themselves-how come we didn't have these problems growing up? If we are fat and unhealthy, we did it by our own doing. We didn't do it our whole lives. We ate the good stuff because our parents had time to boil spinach and peel apples during the day.

Today's a different story. Prepared and fast foods start looking pretty good to working parents at the end of the day and so does putting the kids to bed a little earlier because of justifiable exhaustion.

Poor kids-here we gave them a life and now, "we're being told by The New England Journal of Medicine that the children of today could wind up living two to five years less than they otherwise would. I think it sounds a little more life threatening in their own words...

"Obesity is such that this generation of children could be the first basically in the history of the United States to live less healthful lives and shorter lives than their parents"

Obviously it is time for parents and children to start marching to a new tune that can turn these facts around.

Introducing -New Jammies - Sleepwear and books that educate children about the things that are good for them-fresh fruits and vegetables. Children will march off to bed with visions of bananas, blueberries, and peas in their heads!!! Available Fall 2007 in children's boutiques nationwide.

Please visit our website and/or contact Nicole for more information regarding New Jammies.