



What Others Are Saying **"Great For You"**

"When Walmart focused its extraordinary brand and assets on healthy, affordable food, the company also helped expose the crisis of children at risk of hunger in America. At Share Our Strength, Walmart's support has helped us launch No Kid Hungry Campaigns in 18 states and quadruple the number of families reached with our cooking and shopping education programs."

- ***Bill Shore, founder and CEO, Share Our Strength***

"Making the healthy choice the easy choice for busy parents and families is essential to tackling the U.S. childhood obesity crisis. Today, Walmart fulfilled part of its 2011 commitment to PHA by implementing new front-of-pack labeling that helps Walmart customers quickly see which products are the healthier choice. Any visual cue that allows consumers to quickly differentiate healthier food options helps busy families and we are pleased that Walmart continues to be a critical leader among a growing number of private sector organizations looking to end this epidemic."

- ***Larry Soler, president and CEO, The Partnership for a Healthier America***

"It is imperative that the Latino community make the necessary lifestyle changes to lead healthier lives. For many busy families in today's economy, it becomes a complicated process to bring the best value to the dinner table. Through its commitment to make healthier food choices more affordable and accessible, Walmart is helping Latino communities battle the obesity epidemic."

- ***Margaret Moran, national president, LULAC***

"Oldways applauds Walmart's commitment to bring more healthy and affordable food to consumers across the country, and we are thrilled to work with them and other organizations that are as committed to public health as we are. The generous support we received enables us to put our African Heritage Diet Pyramid into practice, with programs that provide cultural and nutrition education to serve the communities that need it most."

- ***Sara Baer, president, Oldways***

What Others Are Saying “Great For You”(continued...)

“As we do this important work across the country, I always keep in mind these powerful words from a parent participating in NBCDI's Promoting Positive Nutrition Practices program-‘don't do for me, without me.’ Walmart's ‘Great for You’ branding empowers families across all cultural backgrounds to make positive independent nutritional choices for themselves and their families.”

- ***Dr. Felicia DeHaney, president and CEO,
National Black Child Development Institute***

“Walmart's ‘Great For You’ icon has undergone a rigorous and well thought-out process to create a credible, simple to use tool that can get the whole family learning how to select healthier food choices at a glance. I believe it will make an impact in our communities, especially among families in underserved areas who will reap the benefits from healthy eating.”

- ***Sylvia Melendez-Klinger, founder, Hispanic Food
Communications***