

# 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 <a href="http://wecan.nhlbi.nih.gov/">http://wecan.nhlbi.nih.gov/</a>.

#### **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 Oregoneans—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

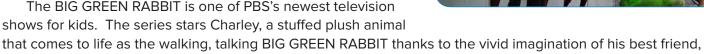


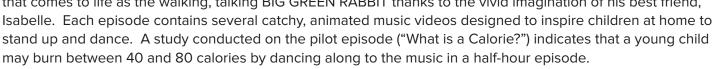
Step aside silly rabbit—Charley's here! Charley, the BIG GREEN RABBIT, that is.

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





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/.



