

ABOUT

THE AJAYI EFFECT.

social media, non profits, cause marketing, branding and life.

Dr. Oz and HealthCorps Continues to Fight the Fat August 30, 2010

Filed under: [Cause Marketing Goodness](#), [Celebrity Philanthropy](#), [Making Non Profits Better](#) — theajayieffect @ 9:30 am

Tags: [cause marketing](#), [companies give back](#), [the power of celebrity](#)

Fighting fat (mainly, obesity) is all the rage these days as everyone from Michelle Obama to Jamie Oliver is putting in work to battle the bulge that has become a huge problem for American youngsters.

We'll make room for one more advocate because the Dr. is in.

UFood Restaurant Group, Inc. recently announced that it has created a cause marketing partnership with [HealthCorps Inc.](#), Dr. Oz's New York based, national non-profit. The program will generate contributions to support the HealthCorps high school education program that provides experiential learning in nutrition, physical activity and mental strength in 42 high schools in 12 states in under-served communities which have struggled with the issue of obesity.

George Naddaff, Chairman and CEO of UFood Grill sites HealthCorps as a perfect partner because, "their unique model of empowerment and education is clearly the pathway toward a healthier future and aligns with our mission to provide healthy alternatives in fast food."

To initiate the program, UFood will make a financial contribution to HealthCorps and will launch an in-store program allowing consumers to make point-of-sale contributions at the company's corporate locations as well as at participating franchise locations. Additionally, UFFC will contribute a portion of sales from a select meal choice endorsed by HealthCorps for its nutritional benefits.

My hope is that other restaurant chains will soon follow suit. Stay tuned...

Possibly related posts: (automatically generated)

- [The Dr. Oz School Challenge, Pt. 2](#)

[Leave a Comment](#)



Leave a Reply

Your email address will not be published. Required fields are marked *

Name *

Email *

Website

Comment

Post Comment

Notify me of follow-up comments via email.

Send me site updates



• Blogroll

- [Beth's Blog](#)
- [Case Foundation](#)
- [Council on Foundations](#)
- [Social Edge](#)

• Cause + Effect

- [\(Re0\)](#)

- [Blog for Change](#)
- [Cause Global](#)
- [New Voices of Philanthropy](#)
- [Ordinary People Change The World](#)
- [Philanthropy A La Mode](#)
- [The Chronicle of Philanthropy – Prospecting](#)
- [What do you stand for?](#)

Twiddle says:

- Idealistic: ¿Did You Know We Also Blog En Español? <http://bit.ly/bBQUbo> and then... [2 hours ago](#)
- The Change Movement September 11 National Day Of Service <http://bit.ly/9hjuEw> and then... [3 hours ago](#)
- RT @powerofprobono: 2day's feat project : Skyscraper Museum in New York, designed pro bono by SOM. Completed in '04. powerofprobono.org/blog and then... [6 hours ago](#)
- RT @causeaholic: Causeon/Groupon and other creative cause marketing thoughts from @joewaters. Great stuff! <http://bit.ly/cVuB6a> and then... [6 hours ago](#)
- Idealistic: Thinking About Graduate School? <http://bit.ly/9Njwtd> and then... [22 hours ago](#)

SocialVibe

Blog at WordPress.com. Theme: Rounded by Release.
RSS Comments RSS XFN WP