

## THE WHITE HOUSE

March 11, 2010

Dear 2010 Participants of the Game Developers Conference:

Last month, we launched *Let's Move!*, a nationwide campaign to help our kids lead active, healthy lives so that we can end childhood obesity within a generation. There's no doubt this goal is ambitious, but we can achieve it if we join forces to help our kids get – and stay – healthy and fit.

Over the past three decades, childhood obesity rates in America have tripled. Nearly one in three American children is overweight or obese. These statistics are even more breathtaking when you think about how the issue impacts our children's health, and what it means for their future.

We can reverse these trends and help more kids make healthy decisions for the rest of their lives. We can help our Nation's children keep up with their classmates on the playground and stay focused in the classroom. We can help ensure they have the self-confidence to pursue careers of their dreams and the stamina to succeed in those careers.

I know that the Federal Government cannot achieve these goals by working alone, however. The challenges we face today are simply too big. We need all hands on deck.

That is why we have launched the *Apps for Healthy Kids* competition as part of the *Let's Move!* campaign and why I am personally reaching out to all of you today.

Run by the U.S. Department of Agriculture, the *Apps for Healthy Kids* competition challenges you – the most creative, talented, and kid-savvy innovators across the country – to build games that inspire and empower kids to get active and eat healthy.

You know better than most the power of games to deeply engage our Nation's youth. Today I'm asking you to dedicate your creative energy and skills to address one of America's biggest challenges and help make healthy living fun, exciting, and relevant for kids.

This is how it works. The Department of Agriculture has already made gold-standard nutritional data available for free download at [www.data.gov](http://www.data.gov). Over the next sixteen weeks, use these data to build any kind of game on any platform that teaches kids core concepts of healthy living. You can also incorporate the nutritional information into existing games in new ways. The goal is to build something that not only captures kids' imaginations, but changes behavior in high-impact ways. The goal is to get kids moving! You can find all the details on the challenge website: [www.AppsforHealthyKids.com](http://www.AppsforHealthyKids.com).

By joining this challenge you will have the chance to compete for \$40,000 in cash prizes, the chance to shine before our all-star panel of judges, and – most importantly – the chance to help give kids the healthy lives they deserve.

Whether you submit a game, spread the word to your friends and colleagues, or simply voice your support for this initiative, I want to thank you. Please visit [www.AppsforHealthyKids.com](http://www.AppsforHealthyKids.com) and join us in solving the epidemic of childhood obesity.

Sincerely,

*Michelle Obama*