

Childhood Obesity Webcast to Support First Lady's "Let's Move" Project Goals with Input from Experts on 'Give The World Your Heart' TV

Internet TV Channel to Produce Feb. 24 Live Town Hall Webcast in Cooperation with National League of Cities TV Featuring Interviews with National Experts on Responding to First Lady Michelle Obama's "Let's Move" Project Call to Action to End Childhood Obesity

For Immediate Release

Tuesday, February 23, 2010

Contact: Pat Cleveland
TVWorldwide.com
Pat@tvworldwide.com
www.TVWorldwide.com
(703) 961-9250, ext. 235

Sandy Masin
Give The World Your Heart, Inc.
SandyMasin@GTWYH.org
www.GTWYH.org, www.GTWYH.TV
(407) 797-0597

Washington, D.C. – 'Give The World Your Heart' TV (www.GTWYH.TV), an Internet TV Channel dedicated to content that promotes positive, healthy activities, announced it would produce a live town hall webcast to highlight information and ideas on how best to support the goals of 'Let's Move', First Lady Michelle Obama's project to end childhood obesity. The live webcast will feature interviews with children obesity advisors and experts at 2 PM ET on Wednesday, February 24, 2010 and will be produced in cooperation with the National League of Cities Internet TV channel, National League of Cities TV (www.NLCTV.org) at the studios of Internet TV Network TV Worldwide, (www.TVWorldwide.com) near Washington, D.C. Participants will be able to participate in the event interactively during the live town meeting and webcast will be archived for a full year for later viewing on both channels.

"First Lady Michelle Obama recently announced her resolution to help solve the childhood obesity epidemic with the "Let's Move" effort. We believe positive activities practiced each day as a holistic means of connecting to wellness will be extremely important factor to life saving changes in children and ultimately adults," stated Sandy Masin, Founder of Give The World Your Heart, a 501(c)(3) non-profit organization (www.GTWYH.org) and the parent company of 'Give The World Your Heart' TV. "We are pleased to present this webcast featuring a highly esteemed group of experts dedicated to this cause. We will hear from an award-winning children's programming TV Producer, a best-selling author, a school dietitian, the National

Association of School Nurses, an accessibility visionary and an expert from National League of Cities childhood obesity prevention program.”

“The time is now, for everyone to come together to solve the childhood obesity issue once and for all, by engaging in positive activities as a way to maintain the trust of kids, adults and to lower the cost of healthcare,” remarked Dr. Laurence Brenner, a member of the Give The World Your Heart’s Health Advisory Board. “When we work together giving our heart-felt intentions for a better outcome, then this level of trust may be just enough to finally see remarkable results.”

“We are pleased to see Internet TV Channels we work with come together to collaborate to solve some of the nation’s most complex challenges, using interactive social media principles,” commented Dave Gardy, Chairman and CEO of TV Worldwide. “It is always a pleasure to work with people that have an interest in making the world a better place, like the content contributors to ‘Give The World Your Heart’ TV and the National League of Cities TV community.”

At press time, the live webcast town meeting agenda is currently available for viewing at the [GTWYH TV Webcast event site](#).

About Give The World Your Heart

Give The World Your Heart, Inc. (www.GTWYH.org) was formed for exclusively charitable, religious, educational, scientific, or literary purposes. Give The Word Your Heart, Inc. is a 501(c)(3) non-profit company. The organization’s Internet TV channel, ‘Give The World Your Heart’ TV (www.GTWYH.TV) viewers enjoy positive motivational programming, live webcasts, music video, documentaries and shows from participants from all over the globe, that encourage viewers to send their heartbeats in an effort to grow a new health heartbeat counting measurement called Total Gratitude Heartbeat Counter.

About TV Worldwide

Founded in 1999, TV Worldwide (www.tvworldwide.com) developed the first Internet TV network of community-based Internet TV channels, primarily targeting niche professional communities ranging from the Maritime industry to the Digital Media sector. Known by many in the industry as “Internet TV for Smart People”, Fortune 500 companies, 27 federal government agencies, and numerous International associations including the National Association of Broadcasters, utilize TV Worldwide’s live and archived state-of-the art video streaming content applications and Internet TV channels. In recognition of the company’s unique achievements in new media, TV Worldwide was selected by the National Academy of Television Arts and Sciences (NATAS) to webcast the Daytime Emmy Awards and the Emmy awards for Technology and Engineering 2007 through 2009. CEO Dave Gardy has been honored by Streaming Media Magazine in 2008 as one of the 25 Most Influential People in Streaming Media. Mr. Gardy also currently serves as the President of the International Webcasting Association (IWA) (www.webcasters.org).

###