



# Aetna and Pfizer Present "State of Motion" Health Fair in Hartford to Encourage Families to Adopt Healthy Lifestyles

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Dozens of Local Community Partners to Participate; Free Health Screenings Available

(BUSINESS WIRE)--Aetna and Pfizer Inc are co-sponsoring a recreational health fair for Hartford families on October 18 to raise awareness of the importance of healthy lifestyles in the family and the community. The free event will run from 10 a.m. to 3 p.m., rain or shine, in Hartford's Bushnell Park.

More than half of adults in Connecticut are overweight or obese. Since 1990, the number of obese adults in Connecticut has nearly doubled, and now one in five adults is obese.<sup>1</sup> Approximately one-quarter of Connecticut youth are overweight or obese.<sup>2</sup> Hartford County has the highest percentage of obese children, at over 11 percent.<sup>3</sup> To help combat this growing obesity epidemic and encourage healthy lifestyles, Aetna and Pfizer, aim to educate Hartford families about managing their health.

"Tackling obesity and the serious health issues it can cause is a primary goal of numerous city, state and national civic and health organizations, but too often we are all working in silos," said Michael Hudson, president of Aetna's Northeast Region, including Connecticut. "We are proud to be uniting our efforts in Connecticut through this initiative and working with Pfizer and a number of exceptional community partners to bring the message of good health and physical activity to Hartford's families. We hope this fair will encourage people to make the small but important lifestyle changes necessary to improve their long-term health and well-being."

A number of organizations will be participating in the event including the Connecticut Department of Environmental Protection's No Child Left Inside program, Hartford Hospital, Connecticut Children's Medical Center, St. Francis Hospital and Medical Center, Hartford Public Schools, the City of Hartford and Qualidigm. The fair will offer free health screenings and provide families with educational materials on healthy lifestyles. A series of stations will be set up to raise awareness about healthy eating and exercise through family-focused interactive events, healthy eating seminars and cooking demonstrations.

"Pfizer is proud to partner with Aetna and work with other community organizations to promote wellness and help improve the health of our communities," said John Sory, Vice President, Pfizer Health Solutions. "We hope the event will provide families with the information and tools they need to begin taking steps toward wellness and disease prevention by eating right, exercising regularly, and monitoring their health."

The health fair is the first step in a broader community-based effort between the participating organizations to encourage health and wellness, reduce obesity, and promote disease prevention and management.

#### About Aetna

Aetna (NYSE:AET) is one of the nation's leading diversified health care benefits companies, serving approximately 37.3 million people with information and resources to help them make better informed decisions about their health care. Aetna offers a broad range of traditional and consumer-directed health insurance products and related services, including medical, pharmacy, dental, behavioral health, group life and disability plans, and medical management capabilities and health care management services for Medicaid plans. Our customers include employer groups, individuals, college students, part-time and hourly workers, health plans, governmental units, government-sponsored plans, labor groups and expatriates. [www.aetna.com](http://www.aetna.com)

Pfizer: Working together for a healthier world™

Founded in 1849, Pfizer is the world's largest research-based pharmaceutical company taking new approaches to better health. We discover, develop, manufacture and deliver quality, safe and effective prescription medicines to treat and help prevent disease for both people and animals. We also partner with healthcare providers, governments and local communities around the world to expand access to our medicines and to provide better quality health care and health system support. At Pfizer, more than 80,000 colleagues in more than 90 countries work every day to help people stay happier and healthier longer and to reduce the human and economic burden of disease worldwide.

## About No Child Left Inside

No Child Left Inside – an initiative of Governor Rell, coordinated by the Connecticut Department of Environmental Protection – is a promise, and a pledge, to help Connecticut’s children live active, healthier lives while they enjoy the natural treasures of our state parks and forests and discover the rewards of being environmentally conscious citizens. The program is designed to reconnect families with the outdoors, build the next generation of environmental stewards and showcase Connecticut’s beautiful state parks and forests. For more information on this initiative please visit [www.nochildleftinside.org](http://www.nochildleftinside.org)

1 Connecticut Department of Public Health. The Obesity Challenge in Connecticut.

2 Connecticut Department of Public Health. Childhood Obesity in Connecticut. Fall 2007.

3 Buhl L et al. Halting childhood obesity in Connecticut. UCHC Graduate School Presentations. [http://digitalcommons.uconn.edu/uchgs\\_presentations/3](http://digitalcommons.uconn.edu/uchgs_presentations/3). Accessed 5/22/08.

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