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OFFICE OF THE MAYOR  
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2011 OCT -3 AM 10: 01

September 24th, 2011

Honorable Bill Bogaard  
Mayor, City of Pasadena  
100 N. Garfield Ave.  
Pasadena, CA 91109



Western States Affiliate  
Greater Los Angeles Division  
816 So. Figueroa Street  
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RE: Support for the Healthy Food and Beverage Vending and Procurement Policy

Dear Mayor Bogaard,

As Chair of the Greater Los Angeles Division of the American Heart Association, I write to express our strong support for the Pasadena Public Health Department's initiative to implement the Healthy Food and Beverage Vending and Procurement Policy, which will be introduced to the City Council of Pasadena on October 3<sup>rd</sup>, 2011. As a partner of the Pasadena RENEW (Renewing Environments for Nutrition, Exercise and Wellness) taskforce, the American Heart Association supports local policies and ordinances, which will improve the overall health and decrease the obesity epidemic of all Pasadena residents and visitors.

According to a report issued by the California Health and Human Services Agency, over one-half of California's adults are overweight or obese. Additionally, one in three children in California are overweight or at risk of becoming overweight. Obesity is a major health risk factor linked to heart disease and stroke, while a poor diet is a major contributing factor to obesity. While vending machines have become part of the built environment and are filled with unhealthy snack options that contain sugar-sweetened beverages, hydrogenated oils and refined sugars, it is important to protect the health of Pasadena residents and visitors with an ordinance that will aid consumers by providing healthier food and beverage options.

The American Heart Association supports the Pasadena Department of Public Health in their effort to protect the health of all Pasadena community members. We encourage the Pasadena City Council to support the Healthy Food and Beverage Vending and Procurement Policy, in order to reduce the prevalence of obesity and obesity-related diseases, such as cardiovascular disease and stroke, within our community.

Sincerely,

Bob Larlee  
Chair, American Heart Association  
Greater Los Angeles Division

10/03/2011  
Item 2

Please remember the American Heart Association in your will.