

Hip, Happy & Healthy Challenge

With nearly 1 out of 3 children in this country obese, FSG saw an opportunity to raise awareness about this national issue on a regional level in the Washington metropolitan area where the company is headquartered, to both kids and parents. After reviewing several news articles in The Washington Post dedicated to this important national issue, FSG reached out to the Post as a media partner about creating a cause marketing campaign to raise awareness about the growing problem. FSG then created and developed the Hip, Happy & Healthy Challenge, and secured The Washington Post as the media partner and The Children's Inn at NIH as the beneficiary. The purpose of the Challenge was to engage kids through a comprehensive media awareness campaign that promoted living active and healthy lifestyles.

The inaugural Hip, Happy & Healthy Challenge was open to all 7th graders in the Washington, D.C. area, who were asked to write an essay on the importance of living a healthy lifestyle. The Challenge attracted hundreds of students from public and private schools around the metro area. The Challenge featured a panel of esteemed judges from the health, education and media fields, including: Cokie Roberts (ABC News and NPR), John Harwood (CNBC and NY Times), Alan Sipress (Washington Post), Susan Dentzler (PBS), among others.

FSG secured sponsors from a variety of industries supporting the cause, culminating with a celebration honoring all participants. The grand prize winner received a cash prize, as well as an in-school visit from Washington Redskins linebacker London Fletcher. [Click here](#) to watch a video of London Fletcher's visit to the Challenge winner's school, where he dances to Thriller in front of a school wide assembly. [Click here](#) for additional media coverage of the event and to see the Washington Post advertisement that ran from July 16 – October 12.