

THE WHITE HOUSE

WASHINGTON

May 12, 2010

Mr. Sterlen Barr
Chief Executive Officer
Rapping About Prevention, Incorporated
2030 County Line Road
Huntingdon Valley, Pennsylvania 19006-1739

Dear Mr. Barr:

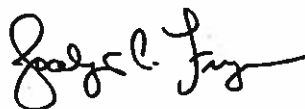
Thank you for offering to help the First Lady in the fight against childhood obesity. We will be enlisting the help of a variety of people from across the country in the months and years ahead, and we are excited by the groundswell of support we have received on this issue. I want to assure you that your letter and contact information will be kept on file in our office should an opportunity to collaborate arise in the future.

As you know, the First Lady is leading an initiative called *Let's Move!* that centers around an ambitious national goal of solving the challenge of childhood obesity within a generation, so that children born today will reach adulthood at a healthy weight. *Let's Move!* will engage every sector impacting the health of children to achieve this national goal, and will provide schools, families, and communities simple tools to help kids be more active, eat better, and get healthy. This initiative is comprehensive, collaborative, and community-oriented, and it will specifically address the various factors that lead to childhood obesity by helping parents make healthier choices for their families, providing healthier food in schools, increasing physical activity, and improving access to affordable food in all communities.

Please join us online at www.LetsMove.gov, where you can stay updated on news and connect with our efforts. Mrs. Obama believes that people like you are vital to our success on this issue, and she urges you to stay active and continue to lead efforts to improve the health of children in your community.

Thank you again for your invitation. The First Lady greatly values the important work being done all across the country, and she wishes you continued success with your efforts.

Sincerely,



Jocelyn Frye
Director of Policy and Projects
Office of the First Lady