



MARCHING ON

News & Happenings with **GENERATION EXCEL**

Million Calorie March - 2nd Year Anniversary

www.millioncaloriemarch.com

At long last . . . Million Calorie March film nears completion

"It's been way more work than the Florida to Boston walk ever thought of being," says Gary Marino, "but after 18 months of post-production it's finally on the home stretch." So what took **Million Calorie March – The Movie** so long to be finished? Well, what started as an inspirational documentary about the first cross country weight loss walk for obesity has morphed into a unique, educational, motivational documentary / docudrama / Bio picture about Obesity in America – and how to face it head on.



"We just keep expanding it," says Executive Director, Todd G. Patkin. "Focus groups early on in the process suggested we explore Gary's early years – so we recreated 10 scenes from his book with actors, sets, the whole works. After searching for a Director, Jimmy Jay Freiden was brought in to direct flashback scenes from *Big & Tall Chronicles*. This past Summer screenplay writer Sandy Jaffe was hired to handle the Florida to Boston

storyline and make it all blend together. Then of course – Gary goes out and runs the Boston Marathon, becomes the face of the Blue Cross Campaign in Pennsylvania, becomes a Father – and our storyline just keeps growing!"

In August, author and media personality Dr. Howard Rankin joined the cast – taping an interview and providing commentary on the obesity issue throughout the film. The film is being produced by **Studio G Motion Pictures LLC** in association with **Generation Excel**. Editing and post-production is being handled by **National Boston and Pulse Media** of Watertown, Mass.

"*Supersize Me* told us a lot about what we already knew... Fast food is bad for us. The Million Calorie March isn't a gimmick. It's a real life, life-long, story about commitment, truth and a healthy message we all have to bring to the forefront," says Director Frieden. "This movie shows us we can face the harsh reality of obesity with a little sweat, a healthy smile and a good laugh."

The film will premiere in Boston, NYC and Los Angeles in early 2007 before hitting the film festival circuit. Visit www.millioncaloriemarch.com to view theatrical trailers and learn more about the upcoming premiere.

Gary's Memoir, "Big & Tall Chronicles: MisAdventures Of A Lifelong Food Addict," is available at:

Barnes & Noble
Knowfat Lifestyle Grill
Runners Edge
BookSmith
The Book Rack
Bookends
and other locations.



www.millionpoundmeltdown.com



Campaign with Blue Cross reaches 44,000 pounds

Blue Cross Of Northeastern Pennsylvania has teamed up with Generation Excel to launch **The Million Pound Meltdown**, a unique obesity awareness campaign and weight loss contest geared towards motivating residents in that area to get on a healthy path. After a two week kickoff tour of Northeastern Pennsylvania, over 10,000 members have signed up and 44,000 pounds have been lost. The campaign has electrified the community. The kickoff tour itself was a reunion of sorts - with almost all of the original road team from 2004's Million Calorie March reconvening for the Blue Cross Effort. Russ Surette, Dan Jones, Julie Marino and others supported Generation Excel Founder Gary Marino and his co-hosts Dr. Steve Rothstein and NBC-WBRE's Kerry Shahan of "Pennsylvania Morning" on a barnstorming "walking and talking tour" through 13 counties in Pennsylvania. Enthusiastic crowds greeted the campaign at health centers, colleges fitness facilities and public events. The effort received heavy media attention and Marino, who served as spokesman, walked through all 13 counties averaging 3 events per day during the kickoff.

LORDLY & DAME, INC.

Your Agency for Speakers, Comedy, Music and Events Production

www.lordly.com

617-482-3593



Teaching children to express themselves through music and drama

www.operatunity.org

COLECUTS

Award-Winning Radio & Video Production

www.colecuts.com

Thanks to outgoing executive Director **Julie Marino** for three amazing years of creative and hard work at Generation Excel. Julie will remain on as Treasurer and Projects Manager.

- Campaign
 - Million Pound Meltdown
 - Childhood Obesity Grants
 - Generation Excel
 - Movie Update
 - Million Calorie March
- Inside this edition:

Generation Excel is a 501(c)3 nonprofit foundation

www.millioncaloriemarch.com
617-448-8517
Boston, MA 02116
51 Church Street
Generation Excel, Inc.

Clinton Foundation and Generation Excel Meeting set



GXL Founder Gary Marino met with former President Bill Clinton earlier this year at a pre-reception event at The American Heart Foundation's Heart Ball at the Westin Hotel in Boston.

A follow-up meeting is set for later this Fall in NYC to discuss how Generation Excel might be able to join forces with Clinton's Alliance for a Healthier Generation. Visit www.clintonfoundation.org for more information.

Boston Marathon Runners Raise Funds for Generation Excel

The 2005 GXL Team included Bob Devasto, Vincent and Krista Zarella, Russell Surette and GXL founder Gary Marino. The 2006 runners included Tina Mirabile and Kerry Allen.

"Running the Boston Marathon was an amazing experience. With the help of family, friends and co-workers more than \$2600 in donations was raised. A great accomplishment! Thanks to everyone for their generosity."— Tina Mirabile



401 Main Street,
Melrose, MA
www.runedge.com

A Specialty Running and Walking Store

GXL awards grants to help battle Childhood obesity

After reviewing numerous requests for grant money, our board supported programs that share our core beliefs about the issue of making America's kids healthier should be addressed. Those programs included GooDeed Health of Los Angeles, Kids First of Lawrence Massachusetts, and Fitness Rules in Weymouth Schools.

MOVING EXPERIENCES

"Producers of The Women's GE Health Tour"

Stephen Warshaw, Chief Experience Officer
860-619-8072

The Weight Loss Health Spa



Hilton Head Health
INSTITUTE

Call a program consultant today
800-292-2440