



For Immediate Release
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NEWS2KNOW SELECTED TO HOST EXCLUSIVE INTERVIEW WITH MICHELLE OBAMA

IN SUPPORT OF THE PRESIDENT'S COUNCIL ON FITNESS, SPORTS & NUTRITION, THE FIRST LADY JOINS MILITARY FAMILIES IN HEALTH AND WELLNESS EVENT ON SOUTH LAWN OF THE WHITE HOUSE

New York (May 16, 2011) – Over five million viewers heard First Lady Michelle Obama encourage everyone to get “physical” through exercise and sports, with the help of video content leader Vidicom’s News2Know.com, allowing journalists to download video at no cost. Getting in on the action on the White House’s South Lawn were Dominique Dawes, Grant Hill, Michelle Kwan, and Chris Paul—all members of the President’s Council on Fitness, Sports & Nutrition.

Vidicom posted an exclusive interview with the first lady on News2Know.com for bloggers and journalists who need broadcast quality video. “The children got a huge kick out of playing games with the First Lady, and I think she enjoyed it as much as they did,” said Executive Producer Ben Garrett. “A lot of these kids’ parents are serving in Iraq and Afghanistan and it really meant a lot for them to get a hug from the First Lady.”

So far, News2Know and Vidicom report that the exclusive has aired 164 times on regional television affiliates around the country and aired on hundreds of blogs and web sites.

First Lady Michelle Obama’s, told a group of military families “we tell kids that movement isn’t just about sports and physical education, it is about movement. So we are encouraging kids, reminding them that play is movement, that dance is movement, that walking your dog is movement, anything other than sitting in front of the TV or video game, counts as movement.”

The President’s Council on Fitness, Sports & Nutrition is a committee of volunteer citizens made up of athletes, physicians, chefs, and other experts who advise the President, through the Secretary of Health and Human Services, about opportunities to encourage physical activity among all Americans, regardless of age, background or ability. The President’s Council motivates physical activity among all Americans through its Presidential Active Lifestyle Award (PALA) Challenge. Visit www.millionpalachallenge.org or www.fitness.gov.

The South Lawn Series consists of events throughout the summer season that bring local children, sports leagues, community programs, and coaches to the South Lawn to participate in sports, games and activities.

About Vidicom:

Vidicom, Inc. helped create the concept of branded content 30 years ago and is a pioneer in creating and distributing multi-media marketing campaigns. It leads in consumer engagement online and combines marquee talent with its client brands. Vidicom owns place based media networks (hotels, airlines, cruise ships), creates and distributes content through the web, social media, television and radio, and delivers unique viewers with proprietary distribution vehicles Citybuzz and News2Know.

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