



McDonald's Balanced, Active Lifestyles Ambassadors

new

asian salad

To help usher in the next generation of the Go Active!™ Happy Meal® for Adults, McDonald's turned, once again, to some of America's leaders in modern health, nutrition and disease prevention.

McDonald's is proud to partner with Bob Greene, Dr. Dean Ornish and Dr. Rovenia Brock (Dr. Ro). These Balanced, Active Lifestyles Ambassadors continue to provide support and counsel for McDonald's multi-faceted education campaign to help consumers better understand the keys to living balanced, active lives.



In 2005, **Dr. Rovenia Brock**, nutritionist, medical correspondent, and author of Dr. Ro's *Ten Secrets To Livin' Healthy*, supported McDonald's multi-faceted education campaign to help consumers, specifically African American women, better understand the keys to living balanced, active lives. Dr. Ro lent her support to McDonald's Balanced, Active Lifestyles initiative at the Fruit & Walnut Salad launch, the National Mocha Moms Conference, National Association of Black Journalists Convention and her McDonald's funded 2005 National "Livin' Healthy" Book Tour. Dr. Ro also acted as a spokesperson for the Passport to Play™ initiative.



Bob Greene began working with McDonald's® in 2003, offering his expertise to a variety of educational and information outreach programs under McDonald's Balanced, Active Lifestyles initiative through the Go Active!™ Challenge. Greene is an exercise physiologist and certified personal trainer specializing in fitness, metabolism, and weight loss. He is a frequent guest on The Oprah Winfrey Show and best-selling author of several fitness books including *Total Body Makeover* (Jan. 2005, Simon & Schuster).



Dean Ornish, M.D. counsels McDonald's on issues of food functionality and food science. He is one of the foremost authorities on helping people take on comprehensive lifestyle changes. Dr. Ornish is the founder of the non-profit Preventive Medicine Research Institute, Sausalito, Calif., and a clinical professor of medicine at the University of California, San Francisco. Dr. Ornish was one of LIFE magazine's "50 most influential members of his generation" for his work combating coronary heart diseases and other illnesses.

