

Jawbone Unveils Special Edition Orange UP Band to Support the Alliance for a Healthier Generation

Inspired by the Alliance's mission to foster healthy habits at an early age, Jawbone dedicates Orange UP band to children's health

SAN FRANCISCO - June 18, 2013 - [Jawbone®](#), a leader and innovator in smart audio devices and wearable technology, today announced a Special Edition Orange UP® band in support of the [Alliance for a Healthier Generation](#), an organization dedicated to helping kids develop lifelong, healthy habits in an effort to reduce the prevalence of childhood obesity. Jawbone and the Alliance have teamed up to encourage adults to make a difference in the lives of the young people they influence by being role models for healthy living, and to spark new conversations and progress around children's health.

"At Jawbone, we want to give people everywhere a tool to live healthier lifestyles and achieve their goals, which is why we're deeply inspired by the work the Alliance for a Healthier Generation is doing to affect change at an early age," said Travis Bogard, vice president of product management and strategy at Jawbone. "With UP, we can all support the Alliance's mission by being role models, financial contributors, and voices for a cause we truly care about - teaching kids healthy habits that will last a lifetime."

For every Special Edition Orange UP band sold, Jawbone will make a donation of \$20 to the Alliance for a Healthier Generation to support its school and community programs.

Founded by the American Heart Association and the Clinton Foundation as a catalyst for children's health, the Alliance for a Healthier Generation aims to reduce the number of overweight and obese kids in today's communities - a health risk that affects nearly one in three children in the United States. It collaborates with and empowers influencers to transform the environments that can affect a child's health: homes, schools, doctor's offices and communities.

"The Alliance and Jawbone are passionate about the health of today's youth, and we're inviting adults and role models everywhere to become a part of the solution," said Dr. Howell Wechsler, chief executive officer for the Alliance for a Healthier Generation. "Together, we can make a difference in the lives of young people by driving awareness around childhood obesity and demonstrating the healthy behaviors and lifestyle choices that will inspire future generations."

Jawbone's Special Edition Orange UP band comes in three sizes (Small, Medium and Large) and is available today for \$129.99 at [Jawbone.com](#).

About Jawbone

For more than a decade, Jawbone® has developed human-centered wearable technology and audio devices that solve everyday problems and help us live better. A 2010 IDSA Design of the Decade winner, the company is the creator of the best-selling JAMBOX® and BIG JAMBOX® wireless speakers, the award-winning Jawbone ERA® and ICON™ Bluetooth® headsets, and NoiseAssassin® technology. Jawbone's approach to lifestyle tracking is unique, with over 230 patents filed related to UP® and its wearable technology manufacturing processes. Jawbone is privately held and headquartered in San Francisco.

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About the Alliance for a Healthier Generation

The Alliance for a Healthier Generation, founded by the American Heart Association and the Clinton Foundation, works to reduce the prevalence of childhood obesity and to empower kids to develop lifelong, healthy habits. The Alliance works with schools, companies, community organizations, healthcare professionals and families to transform the conditions and systems that lead to healthier children. To learn more and join the movement, visit www.HealthierGeneration.org.

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