



## USA: NACS commits to a healthier America

**NACS has announced a new commitment with the Partnership for a Healthier America (PHA), becoming the first retail-association partner.**

Through its commitment, the association representing the nation's 154,000-plus convenience stores, will rely on PHA's resources and expertise to help convenience stores provide more visibility to healthier choices inside their stores.

Over the next three years, NACS will make available key resources to its members to help determine how they can carry additional healthier choices, as well as provide promotional materials related to Drink Up, PHA's marketing campaign to encourage water consumption.

"The commitment furthers the goals of NACS and our members to make a positive impact in the communities we serve, whether through charitable giving programs or helping to equip our members to truly make the healthy choice the convenient choice," said NACS President & CEO Henry Armour.

PHA is a nonpartisan, nonprofit led by some of the nation's most respected health and childhood obesity advocates who are supported in their efforts by Honorary Chair Michelle Obama.