



Europe

## **PRESS RELEASE**

### **World Obesity Day to be held on 4 March**

#### **Awards to be presented for the best initiatives**

Brussels, 20 October 2020: World Obesity Day, held each year to draw attention to the growing obesity epidemic and the need for better prevention and treatment, is to be held this year on Thursday 4 March.

Individuals, healthcare providers and organisations are expected to take part and many of them will compete for several awards being given to the organisers of the most innovative and effective World Obesity Day initiatives.

Events held on the day itself as well as in the weeks and months beforehand, are designed to create greater awareness and understanding of obesity, which is predicted to affect more than half of the population by 2030.

According to World Health Organisation, obesity is one of the greatest public health challenges of the 21st century as its prevalence has tripled in many countries since the 1980s.

In particular, the organisers want to draw more attention to the adverse effects that obesity can have on many other diseases: type 2 diabetes, cardiovascular diseases and some cancers are among a number of non-communicable diseases (NCDs) and chronic conditions attributable to excess weight.

Among the initiatives already planned are hospital and clinic open days, online lectures and webinars for patients and healthcare professionals, and walks and fun-runs to highlight the importance obesity prevention and effective treatment.

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World Obesity Day Europe activities can be followed on the World Obesity Day Europe website [www.woday.eu](http://www.woday.eu), and on Twitter @day\_europe #obesitydayeurope

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**For further information:**

World Obesity Day Europe website: [www.woday.eu](http://www.woday.eu)

The European Association for the Study of Obesity (EASO) [www.easo.org](http://www.easo.org)

The European Coalition for People living with Obesity (ECPO)  
<https://eurobesity.org/>

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