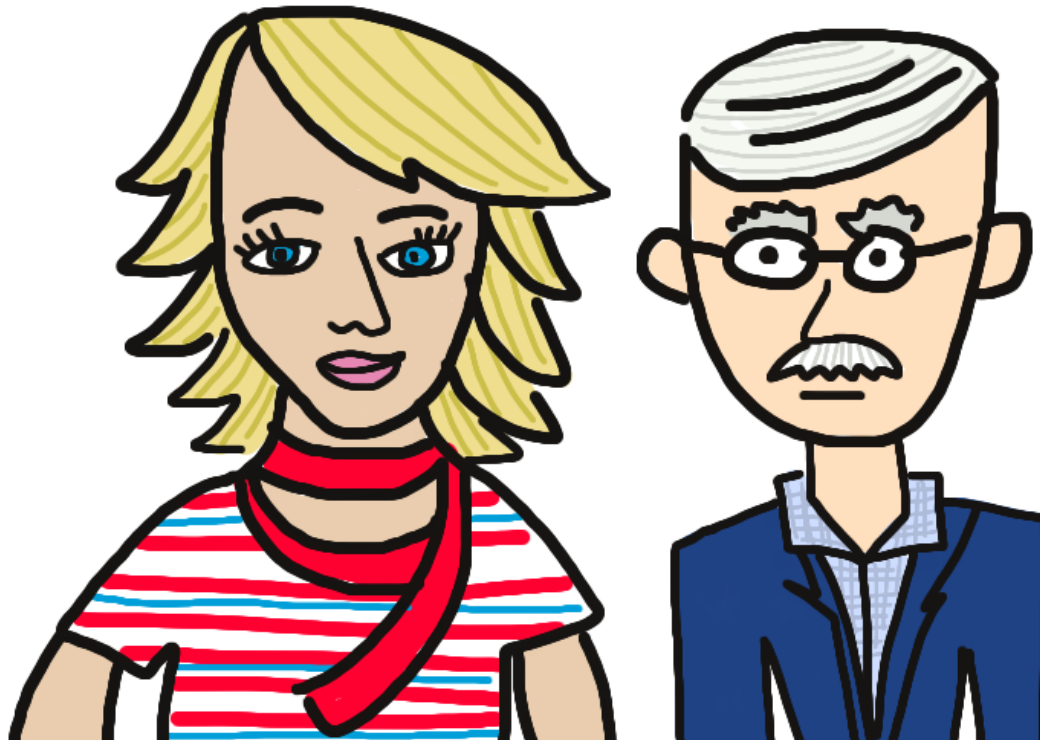


Disease Don't Care



JILL SOBULE

Over five albums and a decade of recording, Jill Sobule has mused on topics such as the death penalty, anorexia, shoplifting, reproduction, the French resistance movement, adolescence and the Christian right. Early hit songs include "I Kissed a Girl" and "Supermodel." She has performed with Neil Young, Billy Bragg, the late Warren Zevon, and has been a political troubadour for NPR stations across America. She is an American original. California Years, the first release on her own Pinko Records, was produced by Don Was. The recording, promotion and publicity for the record was funded entirely by donations from her fans. It was released in April 2009 to great critical acclaim.



From Discovery To Health: Does It Have To Be A Long And Winding Road?



FRANCISS. COLLINS
Francis S. Collins, M.D., Ph.D. is the Director of the National Institutes of Health (NIH). In this role he oversees the work of the world's largest supporter of biomedical research. A physician-geneticist noted for his landmark discoveries of disease genes and his leadership of the international Human Genome Project, Collins served as director of the National Human Genome Research Institute (NHGRI) at the NIH from 1993-2008. He was awarded the Presidential Medal of Freedom in November 2007 and the National Medal of Science in 2009.



What Have We Learned About Tackling “Great Challenges”?



RISALAVIZZO-MOUREY
Dr. Risa Lavizzo-Mourey, president and CEO of the Robert Wood Johnson Foundation, is a national leader in transforming America's health systems so people live healthier lives and receive the health care they need. Under Lavizzo-Mourey's leadership, the Foundation has targeted a set of high-impact priorities, such as improving the quality and safety of patient care; strengthening state and local public health systems; halting the rise in childhood obesity by 2015; and covering the uninsured. Previously, at the University of Pennsylvania, she was the Sylvan Eisman Professor of medicine and health care systems and director of Penn's Institute on Aging.



What Is The Source Of All Life?



HOWARD-YANASHAPIRO

Howard-Yana Shapiro is Global Director of Plant Science and External Research, Mars Incorporated. He is responsible for the plant science of their primary agricultural products, investigation of potential new plant-based solutions for use in their brands, and review and oversight of their existing and future plant-based research. He is an Adjunct Professor in the College of Agriculture and Environmental Sciences, The University of California, Davis. He served as the Co-Chairman for the Second World Congress of Agroforestry, held in Nairobi in 2009. He has twice been a university professor, twice a Fulbright Scholar, twice a Ford Foundation Fellow and winner of the prestigious National Endowment for the Humanities Award.



Is America Finally Ready To Tackle Obesity?



JUDITH SALERNO

Judith A. Salerno, M.D., M.S., is the Leonard D. Schaeffer Executive Officer of the Institute of Medicine of the National Academies. As executive officer, Dr. Salerno is responsible for managing the IOM's research programs and guiding the Institute's work on a daily basis. Prior to coming to the IOM, Dr. Salerno was Deputy Director of the National Institute on Aging (NIA) at the National Institutes of Health, U.S. Department of Health and Human Services. Before joining the NIA in 2001, Dr. Salerno directed the continuum of Geriatrics and Extended Care programs across the country for the U.S. Department of Veterans Affairs (VA), Washington, D.C.



Why Can't America "Weight" Any Longer?



JOHN HOFFMAN

John Hoffman has served as vice president of HBO Documentary Films since June 2006. He is Executive Producer of The Weight of the Nation, a four-part series and large-scale public health campaign presented by HBO and the Institute of Medicine in association with the CDC, NIH, Michael & Susan Dell Foundation and Kaiser Permanente. Prior to HBO, Hoffman created and produced the award-winning Nickelodeon series Allegra's Window from 1993-96. As the executive director of AIDS FILMS from 1987-90 he produced six multi-award winning documentaries, including the PBS special AIDS: Changing the Rules. He is a graduate of Cornell University.

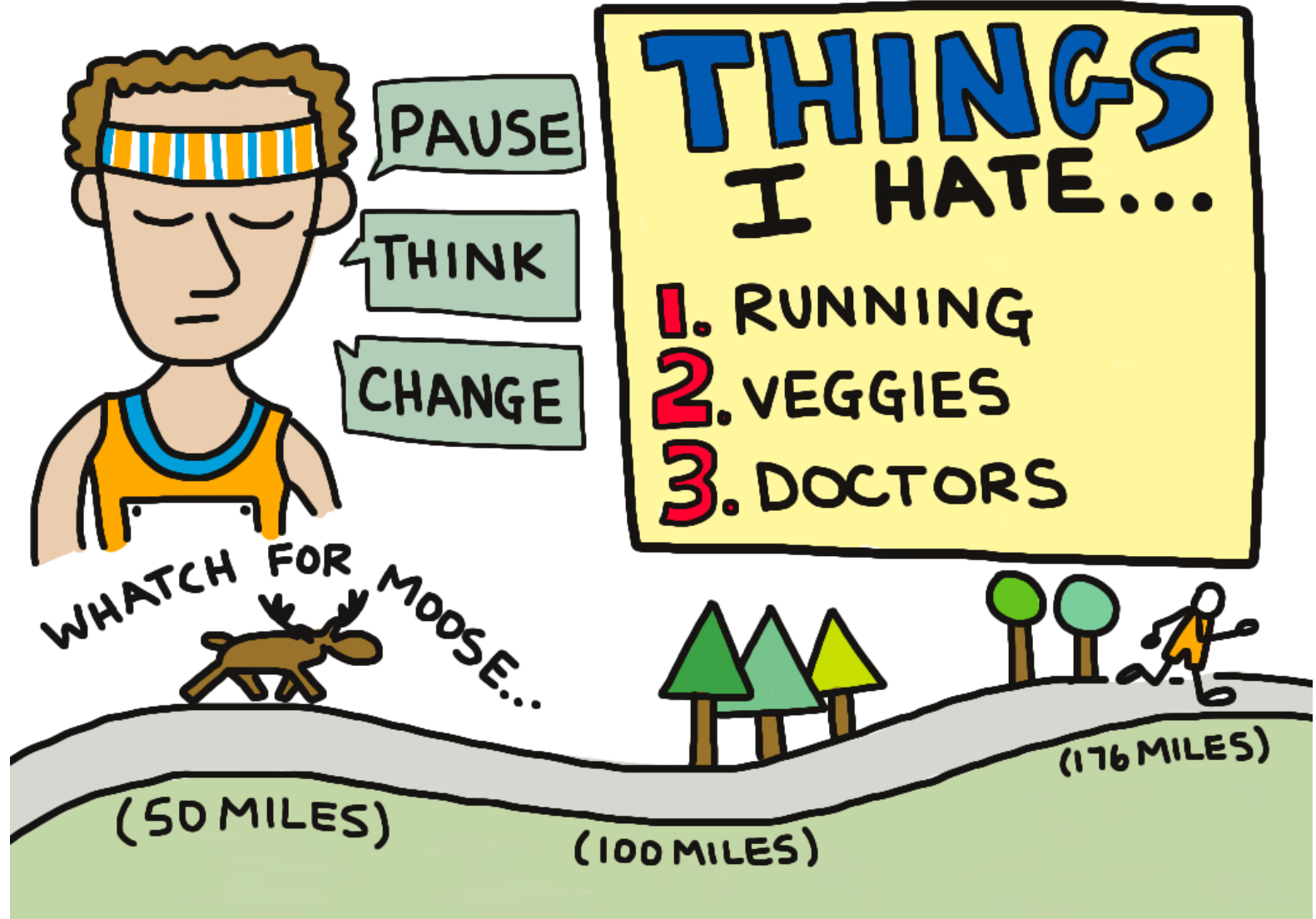


What Made Me Run For My Life?



SCOTT JUREK

Scott Jurek is a world-renowned ultramarathon champion and the 24-hour American record holder of 165.7 miles—6½ marathons in one day. His wins include the Western States 100 Mile Endurance Run an unprecedented seven consecutive times, the 135-mile Badwater Ultramarathon, Hardrock Hundred and the 153-mile Spartathlon. He powers his body on a plant-based diet and is a passionate chef, physical therapist and coach. He makes his home near the mountains of Boulder, CO. His upcoming memoir is called Eat & Run.



Is 'C' For More Than Just Cookie?



COOKIEMONSTER

Cookie Monster is a frenzied-but-cuddly monster from Sesame Street who preschoolers can identify with, specifically with his efforts to master words and phrases, and learn basic problem-solving skills from his eternal quest to find more food. Recently, Cookie Monster has been learning about health, nutrition, and the importance of eating in moderation. However, this does not stop him from constantly craving (and eating) any cookies he can find.

