

Jawbone teams with nonprofit to keep children fit

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Fitness wristband maker Jawbone on Tuesday teamed with Alliance for a Healthier Generation to promote healthier lifestyles in children.

[Jawbone](#) introduced an orange edition of its UP band, with \$20 of price to be routed to the Alliance, which was founded by the [American Heart Association](#) and the Clinton Foundation to slim the ranks of overweight and obese children.

"We want to give people everywhere a tool to live healthier lifestyles and achieve their goals," said Jawbone vice president of product management Travis Bogard.

"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."

The San Francisco-based company behind "smart" wireless earpieces and [Jambox](#) speakers late last year released redesigned UP wristbands that combine fashion with smartphone lifestyles to help people along paths to improved fitness.

UP wristbands are priced at \$129 in the United States. UP applications tailored for Apple or Android mobile devices collect data from the bands to let people get pictures of activity, sleep, eating, and even moods on any given day or over time.

"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 Alliance chief executive Howell Wechsler.

"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."

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