

# Heart group backs video games in obesity campaign

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(AP) -- Nintendo is partnering with the American Heart Association to promote its popular Wii gaming console.

The unlikely partnership Monday comes amid growing concern about obesity among kids who spend much of their time with television and video games.

But the AHA says it is giving the Wii its iconic heart branding because it will encourage sedentary Americans to take the first step toward [fitness](#). The [Wii](#) comes with a controller that encourages people to physically move as they play.

AHA President Clyde Yancy says "We can keep beating the drum on traditional exercise and make small changes to the obesity epidemic, or we can try something that is really provocative and new."

[Nintendo](#) Co. is donating \$1.5 million to the AHA as part of the partnership.

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