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## ANNOUNCEMENT FROM THE NOTAH BEGAY III FOUNDATION

**February 11, 2019**

### **NB3 Foundation kicks off 2019 with new mission**

Following 14 years of growth and success, we are excited to share our new mission at the [Notah Begay III \(NB3\) Foundation](#). Since day one, improving the health of Native American youth has been central to NB3 Foundation's mission. While we remain dedicated to Native children's health, it was time to better align our mission with how our work has advanced and how the field at large has evolved. After thoughtful discussion and reflection by staff and board, we are proud to announce our new mission: **To ensure Native children achieve their full potential by advancing cultures of Native American community health.**

"All children deserve opportunities to experience and live to their fullest potential. We also know that health, fitness and culture are critical building blocks to Native youth living their best," said Justin Kii Huenemann, President and CEO of NB3 Foundation. "As a Native-led organization who values indigenous health, we look forward to working with families and communities in strengthening their ways of living healthy."

Moving forward, we will focus on four core areas to help support healthy, thriving Native children:

1. Healthy nutrition
2. Physical activity
3. Cultural connections
4. Youth development

These four areas will guide how we think about and measure our work.

We look forward to working with all of you to fulfill this mission, remembering *Healthy Kids! Healthy Futures!*