

FOR IMMEDIATE RELEASE



**ADVENTURE TO FITNESS CONTINUES PHILANTHROPY INITIATIVE WITH CROWDFUNDING FEE ASSISTANCE**

*Popular kids' online learning & fitness platform to help educators defray crowdfunding costs for annual subscription purchases, beginning in May 2015*

May 4, 2015 – NEW YORK CITY – Adventure to Fitness, a popular children's online learning & fitness platform, has committed to helping teachers and schools pay the fees associated with crowdfunding their subscription plan purchases. The company has pledged to provide a discount of up to 15% for teachers using crowdfunding proceeds for any annual subscription plan offered on the site.

To qualify for the reimbursement, teachers and schools must provide documentation from the crowdfunding site indicating a successful fundraiser and the amount of the fees charged by the crowdfunding platform. Crowdfunding fee assistance will be available for any Adventure to Fitness Annual Subscription Plan purchase made on or after May 1, 2015.

According to Michael Rhattigan, CEO of Adventure to Fitness: "Our mission is to provide all-inclusive, learning-plus-fitness resources for kids. We have witnessed the success of Adventure to Fitness in over 22,000 schools and 120,000 classrooms around the world to help kids learn while engaging in physical activity. By providing crowdfunding fee assistance to teachers and schools, we hope to help inspire more educators to access and maximize the resources available through crowdfunding sites."

Adventure to Fitness' crowdfunding fee assistance initiative follows the company's National Nutrition Month giveaway announced in March 2015. As part of the giveaway, Adventure to Fitness made subscription donations to several charitable organizations, including FitKids360 in Michigan, the G3 Program of Williamson County and Cities Health District in Texas, and the Abundant Life Christian Center – Joy Zone Children's Ministry.

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**About Adventure to Fitness**

Adventure to Fitness is the #1 educational fitness program for kids, reaching up to 10.5 million children around the country. Through engaging videos, supplemental learning material and tips from experts, Adventure to Fitness offers a 360-degree solution to health and education for children at home and in school. Used and trusted by over 120,000 teachers, Adventure to Fitness was developed with input from leading educational, medical and parenting experts.

For more information, visit [www.adventuretofitness.com](http://www.adventuretofitness.com) or contact [media@adventuretofitness.com](mailto:media@adventuretofitness.com).