

FOR IMMEDIATE RELEASE



**ADVENTURE TO FITNESS RECOGNIZED AS AN APPROVED RESOURCE PROVIDER FOR GO! GRANTS 2015-2016**

*Popular kids' online learning & fitness platform is approved as a resource provider to help schools create physical activity projects during the 2015-2016 academic year.*

May 1, 2015 – NEW YORK CITY – Adventure to Fitness, a popular children's online learning & fitness platform, has become an approved resource provider for the GO! Grants, managed by KIDS in the GAME in partnership with PHIT America, the Sports & Fitness Industry Association (SFIA), and major sports and fitness brands.

KIDS in the GAME is receiving applications for the GO! Grant available to elementary schools for the 2015-2016 school year. These \$1,000-\$5,000 grants allow schools with little to no organized physical activity programs to jumpstart new programs – utilizing their own ideas or selecting from dozens of low-cost options.

As an approved GO! Grant resource provider, Adventure to Fitness is offering three Adventure Sets that are available specifically to GO! Grant winners, as well as suggested use cases and project ideas for each Adventure Set. Each Adventure Set is designed and priced to allow grant recipients to stay within the \$40 per child limit set by the grant guidelines.

According to Michael Rhattigan, CEO of Adventure to Fitness: "We thank KIDS in the GAME for including Adventure to Fitness as an approved resource for the GO! Grant. 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 our resources to GO! Grant recipients, we hope to help more schools create robust, outcomes-oriented, and fun physical activity programs for the years to come."

GO! Grant applications must be received by June 1<sup>st</sup>, 2015. Award decisions are scheduled to be announced on July 31<sup>st</sup>, 2015. For more information on the grant, please visit [www.kidsinthegame.org/go-guidelines/](http://www.kidsinthegame.org/go-guidelines/).

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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).