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**ADVENTURE TO FITNESS ANNOUNCES PARTNERSHIP WITH LET'S MOVE!
ACTIVE SCHOOLS; NEW CORPORATE PARTNERS**

New York, NY -- [Adventure to Fitness](#) is excited to announce its partnership with *Let's Move!* Active Schools, a national initiative driven by First Lady Michelle Obama. *Let's Move!* Active Schools recommends Adventure to Fitness as an innovative resource to promote physical activity and health education for children. To reinforce *Let's Move!* Active Schools' efforts, Adventure to Fitness will offer special promotions to schools that are part of the *Let's Move!* Active Schools initiative.

"We are thrilled to team up with Adventure to Fitness," said Charlene Burgeson, *Let's Move!* Active Schools Executive Director. "As an industry leader in the physical activity and physical education space, Adventure to Fitness will strengthen the national collaborative's ability to reach and engage schools, ultimately creating more educational, fun and sustainable Active School environments."

Separately, Adventure to Fitness has launched a new rewards program for the teachers, kids, and schools that use the company's program. A select group of companies has joined with Adventure to Fitness to support children's health and education by helping budget-challenged schools access the program and by providing incentives for kids and teachers to live healthy lifestyles. Initial rewards partners include Radio Flyer and OshKosh B'gosh, who will join the rewards program this fall. Adventure to Fitness expects to announce additional partners throughout the school year.

"We are excited to work with our new and future rewards partners to help our nation's schools 'Keep It Moving!'" stated Michael Rhattigan, Adventure to Fitness' Chief Adventure Officer. "Adventure to Fitness remains committed to providing the best classroom solution for children's fitness and education, while seeking ways to help schools fund the program. Schools are often resource-constrained, and the support from our new partners will provide many schools and children with access to our program."

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About Adventure to Fitness

Adventure to Fitness is the nation's #1 educational fitness program, used by savvy parents and 23,000+ schools for their pre-K to Grade 5 kids. Each episode takes kids on an exciting and active-learning adventure, providing physical activity while introducing educational topics and encouraging kids to be good global citizens. Off-screen guides and enrichment activities reinforce the lessons and boost learning. The "Healthy Screen Time" solution was developed with experts in education, health, and parenting.

For more information, visit www.adventuretofitness.com or contact media@adventuretofitness.com.