

FOR IMMEDIATE RELEASE



ADVENTURE TO FITNESS FIGHTS CHILDHOOD OBESITY WITH \$15,000 IN-KIND GIFTS

Kids' online learning & fitness platform to donate up to \$15,000-worth of free subscriptions to charitable organizations during National Nutrition Month

Adventure to Fitness, a popular children's online learning & fitness platform, has committed to donating up to \$15,000-worth of free subscriptions to charitable organizations during March 2015 to raise awareness for National Nutrition Month. The need-based free subscriptions will be awarded on a nomination-basis, and charitable organizations are encouraged to self-nominate.

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 100,000 classrooms around the world. By providing free access to our program to charitable organizations focused on kids' wellness, we hope to reach more kids around the world who stand to benefit from Adventure to Fitness' educational, healthy, and fun content, especially as we encourage kids to adopt healthy habits during National Nutrition Month."

"Adventure to Fitness is able to influence the fight for greater heart health because it has staying power. These 30-minute episodes are not only offering a fun way to learn about nutrition while moving and getting cardiovascular, aerobic exercise, they are making a permanent impact on the lives of the children they touch. The videos leave kids with bits of knowledge that they don't even realize they have retained. Kids remember tips for healthy eating because they are engaged with the videos and genuinely care," said Adventure to Fitness medical advisor Dr. Jenny Delfin, cardiologist at New York University Langone Medical Center.

Mr. Douglas E. Fleming, Headmaster of the prestigious Thornton Donovan school in New York, has called Adventure to Fitness "one of the most innovative programs I have seen in over 40 years of education," citing the program's amazing engagement with kids, which he calls "almost magnetic." He said, "Kids' enjoyment of Adventure to Fitness makes its thematic learning incredibly effective. The fact that they're also moving and exercising is the 'icing on the cake.'"

Nominations are accepted via email to philanthropy@adventuretofitness.com. Please include the organization's name, website, primary contact information if available, and reason for nomination. Organizations must hold a 501(c)(3) designation to be considered. Nominations will be accepted through March 31, 2015, with nominations reviewed and free subscriptions awarded throughout March 2015.

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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 100,000 teachers, Adventure to Fitness was developed with input from leading educational, medical and parenting experts.

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