

FOR IMMEDIATE RELEASE



**ADVENTURE TO FITNESS AWARDS SUBSCRIPTION DONATIONS TO NON-PROFITS
FOCUSED ON FIGHTING CHILDHOOD OBESITY**

Recipients of subscription donations to the popular kids' online learning & fitness program include FitKids360, the Williamson County and Cities Health District of Texas, and the Abundant Life Christian Center – Joy Zone Children's Ministry.

May 1, 2015 – NEW YORK CITY – Adventure to Fitness, a popular children's online learning & fitness program, has awarded subscription donations to multiple non-profit organizations as part of its National Nutrition Month giveaway announced in March 2015.

Among the winners of subscription donations are the following organizations:

- **FitKids360 (Michigan, Indiana, Montana):** FitKids360 is a stage 2 pediatric weight management program, with 10 locations in Michigan, Indiana, and Montana. It is a physician-referred, multicomponent, low-cost healthy lifestyle program for overweight and obese youth 5-16 years of age and their families. FitKids360 provides an evidence-based approach to the treatment of pediatric overweight by targeting patients' physical activity, screen time, and dietary behaviors using a family-centered approach.
- **Williamson County and Cities Health District – “Get Fit, Get Healthy, Get Movin’” (G3) Program (Texas):** The mission of Williamson County and Cities Health District, the local public health department, is to protect and promote the health of the people of Williamson County in partnership with communities. It provides nutrition and health education to combat childhood obesity through classes for children and their families. The Get Fit, Get Healthy, Get Movin’ (G3) program is a childhood obesity prevention program for children age 6-13 and their families.
- **Abundant Life Christian Center – Joy Zone Children's Ministry (Texas):** The ALCC Joy Zone Ministry is a Children's Ministry with a goal of engaging kids and empowering families. JZ Kids is offered for children 6 weeks to 5th grade, providing age appropriate worship, Bible stories and activities during weekly worship experiences. JZ Kids strives to provide a safe place for the children to learn and engage, grow and develop in every area of their lives.

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 is in over 22,000 schools and 120,000 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."

Judy Kuan, Vice President of Product Strategy at Adventure to Fitness, said: "Each nomination for our March National Nutrition Month subscription giveaway was carefully reviewed and considered. We congratulate the winners of our subscription donations and commend them for their hard work and commitment to keeping kids active and fighting childhood obesity."

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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 or contact media@adventuretofitness.com.