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ADVENTURE TO FITNESS REPORTS INCREASED FITNESS NATIONWIDE DURING CHILDHOOD OBESITY AWARENESS MONTH.

The company was successful promoting increased physical activity in school and at home.

October 1, 2013 - NEW YORK CITY - The New York City-based startup that has taken the nation's elementary schools by storm is reporting good news: our kids are exercising more and having fun doing it!

During September, "National Childhood Obesity Awareness Month," Adventure to Fitness introduced several initiatives to promote even more physical activity across the country. The company provided discounts on all of their home products and also launched a referral initiative to bring their free workout routines for kids to even more schools. The community, which now consists of over 16,000 schools, responded in spades.

"Today we're proud to announce that September 2013 was one of the most successful months to-date for bringing new teachers on board," stated Michael Rhattigan, Chief Adventure Officer of Adventure to Fitness. "We saw close to 4,000 teachers sign up this month. Additionally, kids around the nation racked up more than 225,000 minutes of exercise with our program this month alone. We couldn't be more thrilled for the millions of kids across the nation who are starting on the path to lifelong wellness early."

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About Adventure to Fitness (<http://www.adventuretofitness.com>)

Adventure to Fitness is an award-winning program that helps millions of children get active and healthy in a fun and engaging way. Each interactive episode is an exciting journey around the globe that integrates physical activity with lessons in health, math, science, social studies, and language arts. The website also provides educational resources and activities, along with expert recommendations to enhance each child's experience. Created by leading educators and endorsed by America's top doctors, it is the first program of its kind that gets kids moving, learning, and having fun!

For additional information, contact media@adventuretofitness.com.