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ADVENTURE TO FITNESS RELEASES NEW PRODUCTS, CONTENT & TEACHING SUPPLEMENTS

Popular kids' online education & fitness platform reveals new Short-form Videos, Content Library, Common Core Correlation Guides, and Branded Merchandise

For release September 1, 2015 – NEW YORK CITY – Adventure to Fitness, a popular children's online education & fitness platform, has increased its program offering, effective today, with the following content:

- **4 Adventure Breaks:** Four- to five-minute educational + exercise videos featuring HIIT (high intensity interval training), Active Yoga, and Mindful Yoga
- **26 Energizers:** Two- to three-minute exercise videos mapped to each of the 26 Adventure Video themes
- **34 "Helpful Tips" Videos:** Less-than-two-minute learning videos providing Health, Nutrition, & Social/Emotional guidance to kids
- **156 CCSS Correlation Guides:** Grade-by-grade Common Core State Standards ("CCSS") correlations for grades K-5, mapped to each of the 26 Adventure Videos

The new content is part of Adventure to Fitness's continuing efforts to expand the program's use cases for classroom teachers by offering shorter activity breaks and providing Common Core curriculum support for the existing 30-minute Adventure Video offerings.

The existing and new content is available through Adventure to Fitness' newly-updated "Content Library", which allows teachers to more easily find the content that is suitable for their lesson plans and time constraints. Search criteria include Adventure theme, recommended age, video length, enrichment activity type, and school subjects covered.

Adventure to Fitness offers online content subscriptions to Teachers, Schools, and Districts. Despite the large increase in available content, Adventure to Fitness has not raised prices for its educator subscriptions, which will remain as follows for the 2015-2016 academic year:

- **Teachers:** \$19/month or \$99/calendar year
- **Schools:** \$499-\$699/calendar year, based on # of students
- **Districts:** Customized discounts available

Home and Organization users are also able to subscribe to a subset of Adventure to Fitness' online content for a monthly or annual fee.

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 122,000 classrooms around the world to help kids learn a multitude of subjects while engaging in physical activity. By increasing our content offering without raising our prices, we are increasing the value that our program provides to educators and their students, while keeping our program affordable and accessible."

Elisa Hinojosa, former special education teacher and current Vice President of School Relations at Adventure to Fitness, stated: "We recognize the challenge that many classroom educators face when trying to fit in physical activity during the school day. Our new Common Core Correlation Guides and Content Library Search function allow teachers to easily navigate our program resources and find the components with the best educational fit for their lesson plans and curriculum requirements."

To address requests from schools and teachers to provide healthy and fun reward alternatives for students, Adventure to Fitness will also be offering merchandise that educators and parents may purchase, including sticker kits, school supplies, fitness tools, and apparel. Items are available for pre-order via email to teachers@adventuretofitness.com and will be available for purchase after September 8, 2015.

The company is also planning to release its **Basic Outcomes Tracker** on **September 8, 2015**. The Basic Outcomes Tracker will provide detailed monthly usage reporting by classroom, plus easy-to-use Fitness Quiz, Health & Nutrition Quiz, and Cognitive Quiz. It will be available for \$249/calendar year and is currently available for pre-order by School/District subscribers only.

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About Adventure to Fitness

Adventure to Fitness is the #1 educational fitness program for kids, used in approximately 1/3 of U.S. elementary schools. Through engaging videos, supplemental enrichment 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 122,000 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.