

FOR IMMEDIATE RELEASE



**EDUCATORS WELCOME ADVENTURE TO FITNESS IN SAN ANTONIO PUBLIC
ELEMENTARY SCHOOLS**

San Antonio has become the first school district in Texas to launch an Adventure to Fitness program.

San Antonio, TX – April 5, 2012 – Adventure to Fitness announced that Mr. Rodriguez, Health and Wellness Coordinator for the San Antonio, TX school district, has introduced their educational fitness programs into his district’s elementary schools.

Adventure to Fitness is a children’s media company that streams 30-minute interactive fitness videos into classrooms nationwide. In each episode children are led through a story that integrates physical activity with both health-education and general academia.

Mr. Rodriguez was excited to see the enthusiasm both teachers and students showed for health education following the introduction of the Adventure to Fitness videos. He intends to pave the way for others in the state as well as nationwide, challenging educators to rethink the way they teach wellness and innovate new approaches.

“In my opinion, popular media does not pay nearly enough attention to the very real and rising problem of childhood obesity in our society. I am proud that my school district has realized how important it is to give kids a solid foundation in fitness in nutrition on which to build lifelong health, happiness, and well-being. We in San Antonio are the first in our state to adopt the Adventure to Fitness program district-wide, and we see it as a crucial first step to rehabilitating health-education both in Texas and nationwide,” said Mr. Rodriguez of the new initiative.

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