



PHITAMERICA.ORG

Overview

Ambassadors

OUR LOCAL INFLUENCERS



AMBASSADOR

PHITAmerica.org

Goals:

- A coalition of passionate, local influencers and advocates who are experts in fitness, movement and health
- These Ambassadors will come from many segments of the sports & fitness industry:
 - Professionals, coaches, PE teachers, sales representatives, instructors, fitness experts, sports media, etc.
- Elevate these influencers as leaders creating a *Movement for a Fit & Healthy America*
- Educate Americans, especially children, about all the advantages of being active, fit, playing sports to insure **Total Health – Body, Mind and Spirit**
- Help PHIT America create more **PHIT KIDS – Healthier & Smarter**
- Help reverse the inactivity pandemic – get more Americans active, fit and healthy

What PHIT America Will Do:

- List & expose all Ambassadors on one the Ambassador Listing Pages on PHITAmerica.org
- Occasionally use some of our Ambassadors in News Articles
- Send every Ambassador our News Articles
- Supply team members a logo to use as desired (copy logo to the right)

Qualifying Ambassadors Will:

- Believe in the PHIT America mission and plan
- Believe activity has to be given a much higher priority as a solution the obesity crisis...and providing Total Health - Body, Mind & Spirit
- Receive our News Articles and push them out to their contacts
- Be available for quotes or comments on various pro-activity topics
- Recommend other to join our Ambassadors team
- Provide us with the following for your listing on our website:
 - Name, Professional Affiliation (or Title) and City, State
 - URL you want your name to link to
 - Which section of the Ambassador lists you feel you should be listed under
 - **Note: Name and Professional Affiliation / title should be no longer than 65 characters**

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