



A MOVEMENT FOR A **FIT** AND HEALTHY AMERICA

A NATIONAL CAMPAIGN TO DRAMATICALLY IMPROVE THE HEALTH OF AMERICANS THROUGH INCREASED PHYSICAL ACTIVITY

501(c)(3) CHARITY WITH THREE WINNING 'PRO-ACTIVITY' SOLUTIONS

PHIT AMERICA SOLUTION # 1: GO! GRANTS GET CHILDREN MOVING

FABULOUS RESULTS TO DATE
THIS PROGRAM IS A WINNER



SPONSORS CAN SELECT MARKETS
MAJOR & NATIONAL PR OPPORTUNITY

- Successful 3 year program restores PE & other physical activity programs in elementary schools
- With the huge void of PE & recess in schools, there are over 40,000 schools in need
- We have fabulous results to date:
 - Grants from \$1,000 - \$5,000 per year support sustainable programs
 - Offer to all children during the school day – before, during and after school
 - **350** - Schools helped that have received a PHIT America GO! Grant
 - **175,000** and counting – We have helped 175,000 children get much more physically active
 - **\$15** - Cost per child; Compare this to any other program or charity
 - **85** Minutes per week – We are doubling kids activity levels adding 85 minutes per week
 - Each school has a local 'Champion' who designs the plan, helps implement & is accountable
 - Professionally managed & implemented by 3 year partner, KIDS in the GAME



SOLUTION #2: EDUCATING AMERICANS, ESPECIALLY PARENTS

Educational website, social media & news articles

- PHITAmerica.org is an excellent informational consumer portal
- PHIT America monthly news articles educate Americans
- GO! Grants & PHIT America Month are educational platforms

New 30-minute PHIT America educational film & documentary

- Will educate parents on the 'Inactivity Pandemic', the ramifications, and our PHIT America solutions
- Interviews with kids, parents, school officials and experts
- Will be available in shorter formats as well – 15 minute, 3 minute, etc.
- Segments can be 'Presented by' major sponsors
- Initial showing in early 2018 on national networks and on social media



Dedicated staff drive to Get America Moving

- Your 24/7 'Pro-activity' voice in America
- Founder and key staff have been dedicated to expanding physical activity for life
- Constantly looking for new partners to support & expand our 'Movement'

OVER 100 COMPANIES WORKING TOGETHER TO GET AMERICA MOVING

SOLUTION #3: NEW NATIONAL EVENT GETS AMERICA MOVING

1st ANNUAL PHIT AMERICA MONTH – GET MOVING IN MAY 2018

- A national call to action to *Get America Moving* to fight the the ‘Inactivity Pandemic’
- 1000’s of physical activity, sport and fitness events by sports & fitness industry partners
- Walking, running, swim, tennis, ‘at home fitness’ & other activities for all Americans
- PHITMonth.org for events, tips, and more for participants to *Get Moving!*
- National celebrities help expose this event – National public relations exposure
- We will ask Americans to donate to our 501(c)(3) charity which will support more PHIT America GO! Grants – Helping kids to get moving for life!

APPS FOR AMERICANS TO USE
AND STAY ACTIVE



SPONSOR INDIVIDUAL EVENTS
1 MILLION CALORIE EVENT
FUN VIRTUAL 5 K

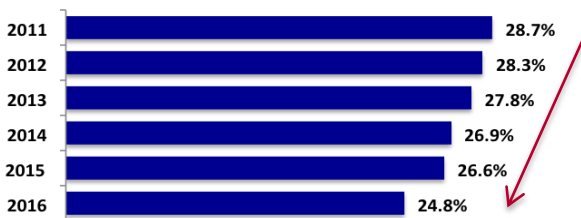


THE ISSUE: INCREASING PHYSICAL INACTIVITY, ESPECIALLY WITH CHILDREN



THE % OF CHILDREN ACTIVE IS DROPPING DRAMATICALLY

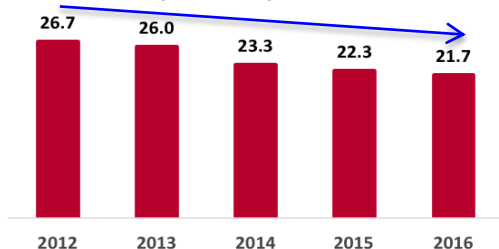
% of 6-12 Yr. Olds Active 3 Times Per Week
¹ In 50 Aerobic Activities



YOUTH TEAM SPORTS

PLAY OCCASSIONS ARE DOWN 19% IN 5 YEARS

6-17 Yr. Old Play Occasions Are Down 5 Billion
Source: Physical Activity Council Research



‘INACTIVITY PANDEMIC’ – OTHER FACTS

- USA kids fitness - Ranked 47th out of 50 countries – Our kids are in bad shape!
- 48% of schools have no physical education – Average budget for PE in elementary schools - \$460 per year
- We have the first generation of children who may not live as long as their parents
- 27.7% of all Americans are totally sedentary – Up from 25.4% in 2010
- *Sitting is the new smoking* – More people die from physical inactivity than smoking
- Physical activity is the ‘miracle drug’ – Helps the body, mind and spirit – Prevents healthcare costs!