



CELEBRITY

PHITAmerica.org

Celebrities supporting PHIT America, A Movement for a Fit & Healthy America

Summary of PHIT America (<http://www.phitamerica.org/>):

- *PHIT America* is a year round, nationwide education, grassroots & advocacy campaign fighting the Inactivity Pandemic by getting Americans more active, fit & healthy
- *PHIT America*, a 501(c)(4) & 501(c)(4) non-profit cause, was launched in 2013 with the support of over 100 Companies ([here](#)).
- We communicate with Americans through a great website, social media and by sending out “News Articles” to our Alliance Sponsors & Athletes who push them to their contacts
- We are also planning a 30 minute Documentary in 2015
- *PHIT America* is working with the Sports & Fitness Industry Association supporting grassroots school-based programs to get children off the couch and get them active
- *PHIT America* promote US legislation which will increase the number of active and healthy Americans and reduce healthcare costs
- *PHIT America* is being lead by Jim Baugh, former President of Wilson Sporting Goods, SFIA Board Member, and Sports Industry Hall of Fame Inductee

How A Celebrity Can Promote PHIT America – It is Simple:

- Follow @phitamerica on twitter; Like Us on Facebook
- Be alert to when @phitamerica tweets a “News Flash”
- Retweet @phitamerica’ s News flash tweet

Benefits for Being Part of the PHIT America Alliance

1. List the Celebrity’s name and photo on PHITAmerica.org (see attached planned layout); we can also link to the celebrity’s website if desired
2. Send out at least one “News Article” each year promoting all celebrities who are supporting and promoting *PHIT America*
3. Being part of a national campaign to help overcome the obesity & sedentary crisis

Name of Celebrity _____

Main Contact _____

Date _____

Where “News Flashes” should be sent (email address) _____

Your Twitter Account Username _____

URL (link when the Celebrity is promoted) _____