



Media contact:

Hannah Isanhart
Breakaway Public Relations
Hannah@breakaway-pr.com
423-505-6369

OR

Jim Baugh
PHIT America
Jim@PHITAmerica.org

For Immediate Release
January 13, 2025

New PHIT Center in Brownsville Will Disrupt National Trend of Youth Physical and Mental Health Failures

Revolutionary Fitness Facility Delivers the Future of Physical Education

Click [here](#) to see center renderings.

(Brownsville, TX) [PHIT America](#), a nonprofit providing solutions to end the inactivity pandemic among America's youth, is collaborating with the [Brownsville Independent School District](#) to open an innovative new fitness facility - the first ever [PHIT Center](#) - at the Garden Park Elementary School on January 29, 2025. Deemed the "future of physical education," PHIT Center and related programs from PHIT America currently serve 31 public schools in a city found to be the "Most Unhealthy City in America" ([2023 & 2024](#)). PHIT America collaborated with school officials and the mayor to develop the Brownsville Healthy Kids Campaign to turn the tide of this dismal statistic.

The CDC reports that **77% of U.S. children do not meet the recommended level of 60 minutes of physical activity** per day. Also startling, our youth are *ranked last in physical health* out of 38 developed countries per a 2020 UNICEF report. Health outcomes tied to physical inactivity include Childhood Type 2 diabetes, which has been on the rise, cardiovascular disease and higher rates of depression and anxiety.

The PHIT center is a 150' x 90' revolutionary new open-air facility that gets up to 60 kids moving and having fun with music while learning 10 different sports and fitness skills from soccer to pickleball and running. Kids move around the facility in a circuit training fashion with the goal of building healthier, happier and more academically engaged students.

Cesar Murillo, Principal of Garden Park Elementary School in Brownsville states, "What PHIT America is doing for Brownsville is truly needed for the current and future wellbeing of our youth. The PHIT Center is defining the future of physical education for America. Every community in the country should emulate what PHIT America is doing in Brownsville, not only for better health but

improved academics. We're thrilled that every public elementary school in town is receiving their four physical education programs."

Students will learn basic skills for pickleball, tennis, golf, soccer, running, walking, including hand-eye coordination using [Billie Jean King's Eye Coach](#) and four fitness stations -- a new way to introduce kids to lifetime sport skills to a lifetime of good health. Students will be able to use the PHIT Center before and after school, in physical education and for recess. The facility plans to be open to the community for free on the weekends.

Taking Action

Founder of PHIT America, Jim Baugh, former President of Wilson Sporting Goods and a lifelong advocate of physical activity, founded the organization 10 years ago realizing that the key to reversing the alarming decline of physical and mental health among America's children requires going to where they spend a majority of their time: school. Nearly 50% of America's public schools have cut P.E. (physical education) classes and many have cut recess altogether. "America has failed our kids, PHIT America is fixing it," says Baugh.

"In addition to the PHIT Center, we are putting our four world-class physical education programs, Amped, Play Tennis, Play Golf and Play Pickleball, in all 31 Brownsville Independent School District Elementary Schools. Nearly 19,000 young children will be introduced to new fitness programs to improve their physical and mental health," he continues.

PHIT America's goal is to eventually have PHIT Centers in every major community in the USA. A second PHIT Center is being planned in Brownsville and more are in the works. "Our largest donor, Darren Pritt from the [Julia Love Pritt Private Foundation](#) will fund our first few PHIT Centers. We are confident companies, foundations and governments in every major community will want to invest in PHIT Centers for their children," said Baugh.

Businesses, foundations, school districts and individuals interested in PHIT America's Healthy Kids Campaigns should contact Jim Baugh at PHIT America Jim@PHITAmerica.org.

###

About PHIT America

[PHIT America](#) is a 501(c)(3) organization based in Washington, D.C. founded by Jim Baugh, a lifelong fitness advocate and former president of Wilson Sporting Goods. For more than 10 years, PHIT America has worked to fulfill its mission to create a national movement to greatly improve the physical and mental health of millions of children in the USA by providing elementary students with increased physical activity through school-based programs. PHIT America rebuilds physical education and physical activity programs in public schools where P.E. programs have been cut by more than 50% over the past 20 years. PHIT programs are implemented in more than 1700 schools as of December 2024.

PHIT America recently launched its first PHIT Center, a revolutionary new fitness facility that brings a circuit-based training program with 10 PHIT stations to participating elementary schools. Stations include running, tennis, golf, pickleball and soccer. PHIT America's ongoing P.E. programs alongside the new PHIT Centers are creating healthier, smarter and happier students through the power of physical activity that is fun. Learn more at [PHITCenter.org](#).