



HEALTHIER, SMARTER, HAPPIER KIDS!

MEDIA ALERT

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PHIT America Kicks Off Healthy Kids Campaign in Brownsville May 21

First ever PHIT Center to open at Garden Park Elementary School Fall 2024

Who: PHIT America

When: May 21 at 4 p.m.

Where: Toscafino Restaurant
3001 Pablo Kisel Blvd., Brownsville, Texas 78526

On-site contacts: Michelle Metzger

What:

- Join PHIT America Founder Jim Baugh to learn how PHIT America will partner with the Brownsville Independent School District to supply all 35 elementary schools with PHIT America physical activity programs.
- Baugh and the Brownsville ISD will discuss the opening of the first PHIT Center in the nation at Garden Park Elementary Fall 2024 and the community support needed to supply all 35 Brownsville ISD elementary schools with fitness programs.
- Dr. Jesus Chavez, Brownsville ISD Superintendent, will attend the event to show his support. He has said this regarding the impact PHIT America's programs will have on the district: "We extend our gratitude to PHIT America for supporting Brownsville ISD's mission to graduate students who are prepared to thrive both physically and mentally. Their initiatives provide a framework that aligns with our goal of preparing students to excel in a changing global society."
- PHIT America Founder Jim Baugh spent 45 years in the sports and fitness industry and is the former president of Wilson Sporting Goods. He brings his passion for fitness and instilling strong fitness programs to support the future generations.

The challenge:

- Brownsville, Texas is the unhealthiest city in the United States according to Business Insider.
- Texas is one of the most sedentary states in the United States.

- According to UNICEF, kids in the United States are ranked last in physical health among 38 other countries.
- According to CJSM, kids in the United States rank 47th out of 50 countries in fitness.

The PHIT Solution:

- The Brownsville Independent School District want to get kids more active and healthier.
- PHIT America will provide fun, school-based fitness programs for 18,706 students.
- Garden Park Elementary School will receive the first PHIT Center in America.
- Learn more at BrownsvilleHealthyKids.org

About PHIT America

Established in 2013, PHIT America is a non-profit organization that leads a national movement to improve the physical and mental health of 50 million children. All data and research sources can be found at IP.PHITAmerica.org. PHIT America is led by Sports Industry and Tennis Industry Hall of Fame Inductee, and former President of Wilson Sporting Goods, Jim Baugh. For more information, visit PHITAmerica.org.