

BE PART OF A SOLUTION & MOVEMENT TO...

1. BEAT A DEADLY GLOBAL PANDEMIC

2. SOLVE IT WITH PROVEN PROGRAMS

3. CREATE HEALTHIER, SMARTER & HAPPIER KIDS



A 501(C)3 CHARITY - THE IDEAL SOCIAL RESPONSIBILITY CAMPAIGN

PHIT AMERICA - PROVEN, SUCCESSFUL & VERY EFFICIENT

OVER 1,500 SCHOOLS WITH PHIT PROGRAMS

OVER 850,000 KIDS ARE MORE ACTIVE

LOW <\$10 COST PER CHILD

PHIT AMERICA™

PHITAMERICA.ORG – A 501(C)3 CHARITY

THE PROBLEM - A GLOBAL PANDEMIC

KIDS' PHYSICAL INACTIVITY

38TH

LAST PLACE

US KIDS ARE RANKED
LAST IN **PHYSICAL
HEALTH** AMONG 38
COUNTRIES: UNICEF

47TH

US KIDS ARE
RANKED 47TH
OUT OF 50
COUNTRIES IN
PHYSICAL FITNESS: BJSM

90%

50 MILLION US KIDS
(90%) ARE NOT
ACTIVE TO CDC
PHYSICAL ACTIVITY
STANDARDS

3/4

NATIONAL SECURITY
ISSUES: ¾ OF ALL
TEENS **ARE NOT FIT
ENOUGH TO
JOIN THE MILITARY**

50%

ALMOST 50% OF
SCHOOLS HAVE
NO PE; AVERAGE
BUDGET FOR PE IS
\$462 PER YEAR

PHIT AMERICATM

OUR SOLUTION TO THIS PANDEMIC

GO “WHERE ALL THE KIDS ARE” - **SCHOOLS**

HELP REBUILD PHYSICAL EDUCATION

WITH FUN, EFFICIENT PROGRAMS

PHIT AMERICA™

HEALTHIER, SMARTER, HAPPIER

OUR PROGRAMS – 4 EASY TO LEARN LIFETIME SPORTS

FUN, BEGINNER EQUIPMENT, LOW COST, GREAT ROI

RUNNING, WALKING, FITNESS



OUR CORE PROGRAM

TENNIS



GOLF



PICKLEBALL



INCLUDES BILLIE JEAN KING'S SWEET SPOT BRAIN TRAINING SYSTEM

THE RESULTS: WE CREATE



WITH THESE 12 LIFE-LONG BENEFITS OF PHYSICAL ACTIVITY

- 1. REDUCES THE CHANCE OF OBESITY**
- 2. IMPROVES ACADEMIC SUCCESS**
- 3. REDUCES DIABETES, CANCER, HEART DISEASES**
- 4. PROTECTS FROM DEADLY COVID-19**
- 5. STRENGTHENS KIDS' BONES & MUSCLES**
- 6. REDUCES DEPRESSION...MORE SMILES**
- 7. BOOSTS KIDS' ENERGY**
- 8. PROMOTES GENDER EQUALITY**
- 9. IMPROVES NATIONAL SECURITY**
- 10. PREVENTS & LOWERS HEALTHCARE COSTS**
- 11. YOU MAKE MONEY \$ - MORE SUCCESSFUL CAREER**
- 12. ACTIVE PEOPLE LIVE LONGER...HAPPIER**

DR. THOMAS FRIEDEN

**"THE CLOSEST THING TO A
WONDER DRUG IS
PHYSICAL ACTIVITY"**

HEALTHIER, SMARTER AND HAPPIER KIDS

CONTACT US – JOIN OUR MOVEMENT

KEY CONTACTS:

FOR SPONSOR INFORMATION - JIM@PHITAMERICA.ORG

FOR PROGRAM INFORMATION – JOLYN@PHITAMERICA.ORG

LEARN MORE:

OVERALL - PHITAMERICA.ORG

THE PROBLEM – [THE INACTIVITY PANDEMIC](#)

OUR SOLUTIONS – PROGRAMS.PHITAMERICA.ORG

OUR RESULTS – BENEFITS.PHITAMERICA.ORG

VIDEOS – VIDEOS.PHITAMERICA.ORG

TOOLS FOR SPONSORS – TOOLS.PHITAMERICA.ORG



HEALTHIER, SMARTER & HAPPIER KIDS!



BACKGROUND – PHIT AMERICA'S FOUNDER

JIM BAUGH

PIONEER OF CHANGE FOR KIDS' HEALTH

- 1990's - Founder of National Charity, **PE4LIFE** – 'The original PE charity'
- 2000's - Co Author of the **PEP Program** - \$1 Billion for PE programs
- 2000's – First to really Expose the 'Inactivity Pandemic'
- 2010's - Pushed to pass the **PHIT Act** – Raised \$1 million for lobbying
- 2010's - Founder of **PHIT America** – 1500 Schools – 850,000 kids

LEADER FOR CHANGE IN BUSINESS

- 45 Year Career in the Sports & Fitness industry
- Former President - Wilson Sporting Goods - Grew share **12% to 52%**
- Prince - Former VP of Marketing & Sales - Grew share **2% to 35%**
- Converse – Athletic Footwear
- Lead Industry to increase tennis participation – **24 to 30** million players
- Inductee - **Sports Industry Hall of Fame** and the **Tennis Industry Hall of Fame**

