



FUZE Fit For A Kid® – Local Media Primer

Issue Area

Story Interest

Children’s Health & Physical Activity

<p>Childhood obesity and healthcare expenditures are out of control, and per Michelle Obama, “Let’s Move”! 1/3 county wide are clinically overweight or obese and resource support is needed</p>	<p>Only dedicated, youth-only fitness center in greater San Francisco Bay Area; one of a handful of similar clubs worldwide; many children have special needs to serve</p>
<p>2/3 kids burnout of their particular sport by 10-12 yrs. of age; many kids playing sports experience playing injuries that are preventable through prehabilitative conditioning efforts</p>	<p>Multi-sport programs featuring a variety of classes, exergaming and inspiring coaching encourages a healthy lifestyle irrespective of a single sport focus; we train Olympic Development Team athletes as well</p>
<p>Adult gyms do not have dedicated, competent kids programs and have largely ignored the youth market throughout its history</p>	<p>Kids want a place for kids (and adults do not want to workout with kids); we provide continuity of family fitness services from toddler playcare through new adult (14-16 yrs.) members to those gyms – we can work well together</p>

School & Educational System Support

<p>CA schools do not have line-item funding for dedicated physical educators nor adequate space; P.E. injuries are up 150% and they need and want help</p>	<p>Designed from the group-up to be a youth-only fitness and health center while providing an ongoing “give-back” to schools with FIT 4 SCHOOL™ to assist them; we have donated thousands of dollars to local schools and NFPs</p>
<p>Nearly 2 of 3 kids in Santa Clara County failed standardized fitness test administered through public schools;</p>	<p>Worked with over 5,000 kids to improve their skills while donating \$50 per child to their school upon enrollment; Founders’ son was <i>only</i> boy in entire K-8th grade school to earn the Presidential Physical Fitness Award</p>
<p>Founder’s family designed, built and installed most all playgrounds and sports complexes for greater Bay Area schools, as well as community parks and colleges for 3 decades</p>	<p>Kids largely no longer play outside for fear of injury, abduction, or poor facilities; continuing on a legacy of supporting physical activity and recreation in the community</p>
<p>Landmark studies in Texas and Boston schools demonstrate academic improvement in those kids who are more physically fit</p>	<p>Our public testimonials are all 5-Stars (Yelp, etc.), and we see not only academic benefits, but self-esteem, body image, kids who now love P.E.</p>

Economy

Small businesses have earmarked funding from federal government; grant monies exist	Founders have personally financed over \$600K to start a youth fitness center; 4 th generation San Jose resident family
Programs qualify for IRS 125b dependent care insurance dollars; insurance for childrens' physical fitness is forthcoming FIT Kids Act	Physical fitness and homework club program is already 50-75% <i>less expensive</i> than school-based after-school care; we pickup in our shuttle

Technology

Overuse of technology is making kids less active, more sedentary; kids love video game/gaming	Interactive-based exercise program drives adherence and interest; blended with traditional fitness incl. Yoga, ZUMBA, conditioning, more
Silicon Valley is a technology leader – kids should benefit	Only interactive club designed just for kids and teens in Bay Area, leveraging state-of-the-art software, hardware, and new exergaming technologies

Notes:

- FUZE markets include:
 - ✓ K-9th after-school fitness programs, classes, homework assistance, and aftercare (50%+ less expensive the cost of site-based care)
 - ✓ Accredited homeschool provider for groups and individuals
 - ✓ Sports team conditioning programs to improve quickness, reaction time, off-season conditioning, injury prevention and specific skill sets
 - ✓ Class physical education field trips for up to 40 children per hour; destination camp field trip for other summer camp programs
 - ✓ School-based fundraising and fitness programming (FIT 4 SCHOOL and TEAM FUZE) and novel donation programs
 - ✓ Active camps, parties and special events
 - ✓ Student pick-up service in the FUZE Shuttle

- FUZE features:
 - ✓ Intelligent Sports Conditioning™ for improved academic performance, balance, coordination, endurance, flexibility, functional movement, with certified youth coaching and over two years experience with over 5,000 children and teens
 - ✓ Video at www.fuzefit.com as well as recent press releases

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