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FUZE Fit For A Kid!®

For Immediate Release

FUZE Fit For A Kid!® Earns Positive Coaching Alliance Seal of Commitment® for 2010-2011

Recognition for providing youth athletes a positive, character-building experience

November, 10, 2010 Stanford, CA – FUZE Fit For A Kid!® has earned the Positive Coaching Alliance Seal of Commitment for 2011. PCA bestows this prestigious national honor only upon youth sports organizations and schools that officially commit to providing youth athletes a positive, character-building experience by requiring every coach to be trained and certified as a Double-Goal Coach®.

“A Double-Goal Coach strives not only to win, but also to use sports to teach life lessons,” said Jim Thompson, PCA’s founder and executive director. “Likewise, PCA’s Seal of Commitment helps ensure that (insert organization/school name) provides all of its youth athletes with a positive, character-building experience.”

Having worked with over 8,000 children’s physical activity needs and goals the past two years, FUZE Fit For A Kid!® now boasts six certified Double-Goal Coaches, typically serving 75-100 aspiring youth athletes and per day, said Dave James, MSc., Founder & CEO. “Earning PCA’s Seal of Commitment reinforces our commitment to focus on the best interests of our youth athletes. It takes work to get coaches certified, but we owe it to the families, their kids and teens, participating in our programs to provide the best experience possible.”

“Combined with our proprietary Intelligent Sports Conditioning™ training platform, and new interactive technologies, we believe in providing for a high-quality, engaging, and long-lasting experience – one that is age-appropriate, and advances our core physical teaching concepts and improves cognitive development”, said James. We thank PCA for their recognition, and take our leadership role and ability to make a positive impact on our youth seriously by affording an inclusive, non-intimidating environment with competent staff and a safe environment.

For a list of youth sports organizations nationwide that have earned PCA’s Seal of Commitment, please visit <http://www.positivecoach.org/commitment.aspx>.

About Positive Coaching Alliance:

Founded as a non-profit within the Stanford University Athletic Department in 1998, Positive Coaching Alliance (PCA) has the mission of “transforming youth sports so sports can transform youth.” To that end, PCA has conducted more than 9,000 live group workshops nationwide for more than 400,000 youth and high school sports leaders, coaches and parents. Workshop attendees have helped create a positive, character-building youth sports environment for more than 3 million youth athletes.

PCA’s partnership network includes more than 1,700 youth sports organizations, cities and schools. In 2011, PCA will conduct roughly 1,300 live, group workshops across the U.S., while assisting thousands of other individuals via online workshops at www.PositiveCoach.org.

PCA workshops train coaches to be Double-Goal Coaches®, whose first goal is winning and whose second, more-important goal is teaching life lessons through sports. PCA sports parent workshops cultivate “Second-Goal Parents™,” who focus on life lessons through sports. PCA student-athlete workshops produce “Triple-Impact Competitors™,” who work to improve themselves, their teammates, and their sport as a whole.

PCA has the support of elite coaches and athletes on a National Advisory Board (<http://www.positivecoach.org/advisoryboard.aspx>), including National Spokesperson, Los Angeles Lakers Coach Phil Jackson.



EVERY COACH A DOUBLE-GOAL COACH®

About FUZE Fit For A Kid!:

FUZE is a privately-held, Silicon Valley, DOJ-certified youth-only health club modeled after the principles of the Positive Coaching Alliance®. Our state-of-the-art interactive technologies and age-appropriate conditioning curricula in our facilities improve the health, fitness and confidence of children and teens 5-16 years. FUZE was voted Best of Bay Area® Children’s Fitness Center, and number one in South Bay Area.

Through our proprietary *Intelligent Sports Conditioning*™ program, FUZE has worked with thousands of children to advance athletic development, game play, socialization and self-esteem with “advanced P.E.” after-school programs, targeted personal training, team-based programming, novel group exercise classes, physical education field trips, activity-based camps and parties, and nutrition support services. FUZE creates lasting, fun fitness experiences - where **working** out is all **play!**™ Plus, fitness improves academic performance! For more information on our mission, values, schedules, and services, please see fuzefit.com.

