

Fit Kids News

For Openers...



Lately, it feels like Fit Kids is everywhere! From our Bay Area roots to our growth in Los Angeles and Las Vegas, we are expanding our reach in a variety of ways.

For example, this month we led Fit Kids fitness activities and games at the [Facebook Festivals: Bay Area Brew & FanFest](#), a perfect site to show thousands of people the portability and adaptability of our program. Soon after, we hit Dodger Stadium for an event for grantees of the LA Dodgers Foundation, which funded some of our current programs in Los Angeles. I even found time to visit the amazing Sport History Library at LA84.

While this school year is coming to an end, we are already busy getting ready for the 2018-19 school year, when we will provide almost 60 programs to our partners. This includes five programs in Las Vegas, backed by a \$25,000 grant from United Healthcare, plus five programs in the San Francisco Unified School District, and new programs on the Peninsula, in the South Bay, and in LA. We are excited to deliver more Fit Kids programs than ever before and look forward to positively impacting thousands of kids in the next school year.

Best wishes for a healthy, active summer! Please feel free to [email me](#) anytime to learn more about Fit Kids or to schedule a time to see Fit Kids in action at one of our local sites!



Aspen Institute's Project Play Calls Out Challenges to Kids' Fitness in Underserved Communities



The unique fitness challenges facing kids in underserved communities were [highlighted in the latest newsletter from The Aspen Institute's Project Play](#), led by Tom Farrey. The following excerpt confirms the importance of Fit Kids' work to bring structured fitness programs to underserved youth.

The poorest kids face increasing barriers to participation. While inactivity rates for the overall population are down, most gains are among kids from middle-class and upper-income homes who can better afford the growing fees associated with youth sports. Over the past three years among kids from homes with less than \$25,000 in household income, there's been an increase in those engaged in no sport activity (from 28 percent to 30.5 percent). It's the same story with kids from homes with \$25,000

to \$49,999 in income (from 23.1 percent to 25.4 percent).

“For some families, moving the cost from \$50 or \$100 or \$125 to play, up to \$500, makes no difference at all,” (said Tom Cove, CEO of Sports & Fitness Industry Association, whose data informs the Project Play report.) “But for a different socio-economic class, that is a complete barrier.”



Children's Champions

The annual Children's Champions event took place on May 19th. Thanks to widespread support from donors, sponsors, and the host committee, we brought 400 kids from underserved communities to Menlo College for fun sports and fitness activities and inspiring interactions!



After receiving the annual Change Maker Award, NFL legend Ronnie Lott delivered messages that had great impact on all of the kids who had the chance to meet him and ask him questions on the award presentation stage.



Throughout the day, those children and everyone else in attendance had a blast with the 11 Stanford University sports teams that participated. Thanks to all who sponsored and attended Children's Champions!

Please [watch this video](#) to see highlights from the event!



News You Can Use

Keeping tabs on media coverage of the health and fitness challenges facing our nation's youth, here are links to top recent reports and stories:

[How a growing number of states are hoping to improve kids' brains: exercise](#)

(Lillian Mongeau, The Hechinger Report)

[Even a Little Exercise Might Make Us Happier](#)

(Gretchen Reynolds, The New York Times)

[Los Angeles Tests the Power of 'Play Streets'](#)

(Patricia Leigh Brown, The New York Times)

[The Call-In: Childhood Obesity Rates Are At Their Highest Since 1999](#)

(Lulu Garcia-Navarro, National Public Radio)

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