

Fit Kids News

For Openers...



What makes Fit Kids so rewarding is the feedback we get from the families we serve. Recently, we had the chance to capture that in a [2-minute video](#).

Some of the parents here mention the challenges they face in helping their children lead healthy lives, such as the high cost of organized sports and the temptations of screen-time. But most of the parents and all of the kids explain the benefits they get from participating in Fit Kids programs.

When you see the joy and optimism Fit Kids delivers to these families, you will feel great pride in supporting our mission to provide structured fitness programs to underserved youth. Please share the video on social media and with friends, family, potential donors or corporate sponsors, and leaders of schools and community organizations that might take interest.

As always, feel free to [drop me an email](#) with thoughts on this video or any other aspect of Fit Kids.



Join Fit Kids Champs and Meet The Blender Girl

We are thrilled to announce the first of our [Fit Kids Champs](#) events, a morning with Tess

Masters, "[The Blender Girl](#)." See details below and gain admission to this event and much more for a \$250 membership fee that also covers expenses for one student at a Fit Kids Innovation Site in East Palo Alto for an entire year.



SAVE THE DATE

ACTOR, PRESENTER, LIFESTYLE PERSONALITY,
PUBLIC SPEAKER AND AUTHOR



Tess Masters

the **blender girl**™

Wednesday, December 5, 2018

10:30am

Location TBD

RSVP TO info@fitkids.org SPACE IS LIMITED

*THIS EVENT IS OPEN TO FIT KIDS CHAMPS MEMBERS ONLY

To join Fit Kids Champs please sign up online at
<https://fitkids.org/fit-kids-champs>



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Tess Masters is an actor, presenter, lifestyle personality, public speaker, and author of *The Blender Girl*, The Blender Girl Smoothies **app** and book, *The Perfect Blend*, and *The Decadent Detox*. She is also the host of *The Blendaholic* cooking show on Facebook Watch which has over 1 million followers. Tess also has a series of wellness programs including four seasonal **3-day juice cleanses**, **14-day cleanses**, and a **7-Day Raw Cleanse** with DailyOM.



Featured Program Site: Willow Oaks



Coach Gabe Brewer (far left) starts off as the lone shark in a game of Sharks and Minnows at Willow Oaks Elementary School. [Learn more in this profile](#) about how Gabe and his co-coach, Brenda Flores, make their program special and impactful for the kids they serve.



Meet Ashley Honerkamp, Director of Stewardship



Fit Kids welcomes Ashley Honerkamp as Director of Stewardship, a new position necessitated by an increase in the number of Fit Kids donors and our commitment to listening and responding to them.

At an inflection point in our growth and impact, we recognize the importance of every individual and institution helping to fuel Fit Kids. When you [read Ashley's profile](#), you'll understand why she is the right person to lead this effort.



Fit Kids Reaches Summits from Coast to Coast

While Fit Kids impacts the San Francisco Bay Area, Los Angeles and Las Vegas, we aspire to improve youth fitness nationwide. Steps in that direction included joining hundreds of other leaders in sports, fitness, and youth development at two major national events last month: the Aspen Institute Sports and Society Program's Project Play Summit in Washington, D.C., and the LA84 Foundation Summit in Los Angeles.

[In this report](#), Fit Kids Marketing and Communications Consultant, David Jacobson, reflects on the events, their role in raising Fit Kids' profile and how that can contribute to

accelerating national growth in the Fit Kids movement.



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