

Fit Kids News

For Openers...

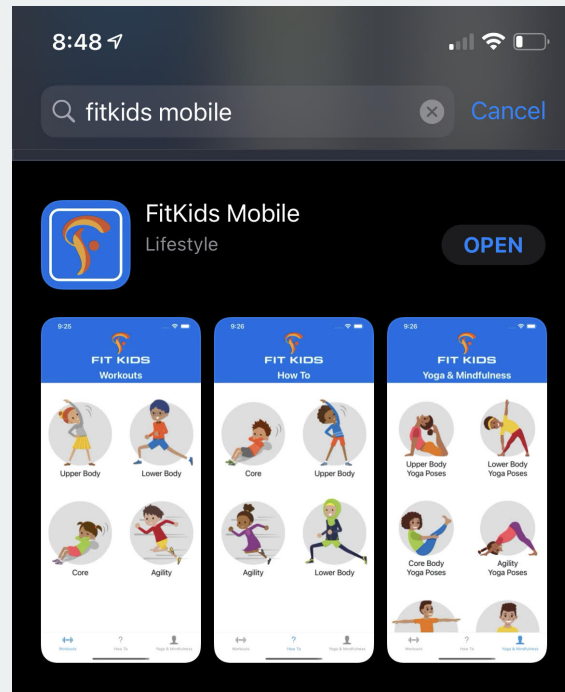
Dear Friends,

A year ago today the Coronavirus caused a shelter-in-place order for San Mateo County, home to Fit Kids headquarters. Since then, we have been working hard to come up with creative ways to help kids stay active while at home for distance learning.

Our latest effort in this regard is a new app, free to all of our partner schools and community organizations for use with their tens of thousands of under-served youth. The app contains all of the instructional and workout videos we have generated over the last year and helps kids access that

content and benefit from it even without a laptop, tablet, or WiFi. If you would like more information on the new Fit Kids App please [email me](#).

As vaccines roll out and we seem headed toward better health for all, let's continue to take care and keep kids moving!



[Download from Apple's App Store](#)

[Download from Google Play](#)



Fit Kids Honored to Partner with Honored

Fit Kids recently partnered with Honored, a non-profit dedicated to keeping great teachers in the classroom and to inspiring a new generation of talent to pursue teaching. Each month, Honored honors a teacher whom the organization recognizes for changing students' lives. Each honoree receives a free Fit Kids online program, along with a \$5,000 unrestricted cash gift from Honored and a \$1,000 giftcard from another



Honored partner.

“We hope that our honorees use these physical activity programs in their classrooms virtually or give them to a p.e. teacher at their school to help create a culture of physical activity,” said Brooklyn Batey, senior director of programs and partnerships for Honored. “Then, once kids are back in school, we hope they continue to use these programs.”

“What Fit Kids does is really important. Physical education and other out-of-school activities too often get lost in the conversation about education. We talk about inequities in math or English or reading, but there are often inequities in physical education and access to athletic opportunities. Some of our teachers at Title 1 schools, even if they are not p.e. teachers, want to contribute to a healthy environment, and partnering with Fit Kids gives our teachers so many resources to set up all kids for success.”

For Fit Kids, the partnership’s impact extends beyond just the schools where the Honored teachers are employed, said Fit Kids Founder and Executive Director Ashley Hunter. “We had a school in Michigan contact us out of the blue, saying they heard about Fit Kids through Honored. We are happy to offer our programs to the outstanding teachers who gain recognition from Honored, and we hope our supporters will nominate teachers for Honored, which can help spread the use of Fit Kids programs throughout the U.S.”

[NOMINATE](#)



Common Grind Clothing Selects Fit Kids



Common Grind Clothing launched earlier this month with Fit Kids benefiting from sales of the apparel company’s “Ball is Love” line. Common Grind is “creating a brand and a platform to let people show the ideals they stand for,” said Brian Hazan, the company’s founder.

Each Common Grind Clothing line benefits a different non-profit working on an important social issue. The company selected Fit Kids over several other non-profits it was considering for its line tied to the fight against childhood obesity, Hazan said.

“I’m extremely passionate about youth fitness. We looked through websites for different organizations that align with our mission and value system through the lens of childhood fitness and social justice. We chose Fit Kids because the website is super-slick, along with all the collateral and content, the production value of the fitness videos, and the way Fit Kids highlights the fitness opportunity gap as a social issue.”

Each purchase of a Ball is Love beanie, ball cap, t-shirt, sweatshirt, or hoodie yields a cash contribution to Fit Kids. “Just as Brian was impressed with Fit Kids, we are impressed with the mission of Common Grind and the quality of their apparel,” said Fit

Kids Founder and Executive Director Ashley Hunter. "I'm sure we'll see lots of Ball is Love clothing on the streets and in schools in the coming months and years."

SHOP BALL IS LOVE



News You Can Use

Keeping tabs on media coverage and initiatives that address the health and fitness challenges facing our nation's youth:

[Submit Your School's Success Story to Action for Healthy Kids](#)

[Read and Share Physical Activity Alliance's Letter to Congress](#)

[After Nearly A Year Of Remote Learning, Parents' Fears Grow About Physical Health](#)
(Nicole F. Roberts, Forbes.com)



Please Connect Us!

Do you know of a school or community organization that might want Fit Kids? We are always looking for introductions! Please share this video with them and help spread the word about our programs.



If you can connect us to interested schools or organizations, [please email Fit Kids Marketing and Communications Consultant David Jacobson](#) with your suggestions.



[Donate to Fit Kids](#)

