

Fit Kids News

For Openers...

Dear Friends,

With most Fit Kids partnerships up and running for the 2021-2022 school year, we are thrilled that all of our 133 programs will occur in person! This feels like a major victory after all that our partners, their students, and their students' parents have endured during the pandemic.

Congratulations and thanks for sticking with us! There is nothing quite like a Fit Kids class happening face to face. We were reminded of this at the classes we held as part of the grand opening of the Sports Basement store in San Francisco's Stonestown Galleria.

Even on a drizzly day, our wonderful partners at Sports Basement drew about 700 people to the event, and we welcomed more than 40 students to the store's makeshift mats. Fit Kids Coach Chermayne Yago, who appears in many of our distance learning videos, led the groups through two fast-paced, fun classes.

You just can't beat the energy of dozens of kids moving together all at once, getting fit, and having fun. Seeing smiles on their faces brings smiles to the faces of all the Fit Kids staff and coaches.

We look forward to much more of that in the months and years to come!



Chermayne Yago



Partner Profile: Redwood City PAL

Enjoy this colorful look inside our partnership with Redwood City Police Athletic League, serving roughly 150 youth with our structured fitness program.



Just What the Doctor Ordered



Knowing that fitness is preventative medicine, San Mateo County Health Foundation pediatricians now prescribe Fit Kids, using the prescription pad shown below.

DATE:

AGE: GENDER: WEIGHT: HEIGHT:

1

FitKidsRx

1

NAME OF CHILD:

is receiving a Fit Kids online membership at no cost. Please visit fitkids.org/login and click on the student login button to access the Fit Kids Video Library of workout videos for kids.

PASSWORD: TIMES PER DAY TIMES PER WEEK

Complete 1 Fit Kids bodyweight workout video

Complete 1 Fit Kids yoga flow video

Complete 1 Fit Kids mindfulness video

PHYSICIAN'S SIGNATURE:



The prescription program runs under a Fit Kids partnership with San Mateo County Health Foundation and the San Mateo Medical Center and Clinics. About 10 doctors within the Primary Care/Pediatrics Department have piloted the program for two months, prescribing use of Fit Kids exercise, workout, and mindfulness videos for roughly 500 families.

"Parents have said that they love seeing their kids do a healthy type of video instead of the typical garbage on TV," said John Jurow, CEO of SMCHF. "Thanks to Fit Kids, our patients are able to use the portal free of cost. Our physicians love the program so far and have been pleased with the results, especially in the area of mindfulness."



Cargill Comes Through in the Clutch



Long-time Fit Kids supporter Cargill, a major global food industry company, has come through with yet another gift, this one for \$15,000, including \$5,000 in matching funds from Cargill's Minneapolis headquarters.

The company "always wants to support youth activities," said Brian Luce, Senior Administrative Assistant and Contributions Coordinator, Cargill Salt. "Fit Kids is a great program that gets kids outside, building strong bodies and strong minds. Plus, we checked out the new videos for the program, and they were really cool."

Fit Kids Founder Ashley Hunter expressed her gratitude for the donation. "Cargill gives so generously, and all of us at Fit Kids appreciate their support. This funding will go a long

way toward helping the youth of Redwood City and surrounding areas thrive through our structured fitness programs.”



Fit Kids Gets a Charge Out of Volta



From now on, you won't just be seeing Fit Kids in all the old familiar places. You'll see our message on nearly 100 Volta electric vehicle charging stations throughout the San Francisco Bay Area, including the one (pictured) at Sequoia Station in Redwood City.

The pro-bono gift from Volta promises to generate a total of 4.5 million impressions, the equivalent of making more than half the population of the Bay Area aware of Fit Kids.



Valerie Saito: Upping Fit Kids' Social Media Game



Fit Kids welcomes Valerie Saito as our first-ever social media director. A Bay Area native, Val has 10+ years of non-profit experience, working in sports philanthropy and with youth development organizations.

Val has a bachelor's degree in Mass Communications from Biola University and will use her creativity to share Fit Kids' story and vision. As a former gymnast, she knows how physical fitness impacts young people's lives.

We hope you will reach Val through Fit Kids' [Instagram](#) and [Facebook](#) channels, as well as others that she will work to expand. Post or DM us any time with photos, videos and your ideas on how to make the most of social media as our organization continues to grow and impact many thousands more kids.



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!



