



**MY GYM CHILDREN'S FITNESS CENTERS ATTACK
CHILDHOOD OBESITY WITH A CHALLENGE TO
KIDS THROUGHOUT THE COUNTRY TO
GET ACTIVE AND GET FIT**

*Coast to Coast "Kids For Fitness Challenge" to Kick Off
National Fitness Month on Friday, May 4, 2007
At 170 My Gyms Across the U.S.*

FOR IMMEDIATE RELEASE:

LOS ANGELES – (February 15, 2007) – The problem: Childhood obesity continues to rise at an alarming rate. Kids continue to eat too much junk food, spend too much time in front of the computer, watch too much TV and don't get enough exercise. The result is an ever-growing number of obese children and teenagers in this country that some estimate to be as high as 25 percent. Statistics show that too high a percentage of obese kids become obese adults. The solution: parents need to be better educated about nutrition and physical fitness and motivate their kids into action.

With 170 locations nationwide, My Gym Children's Fitness Centers is successfully reaching parents and kids alike with an empowering message of fitness for life. Every day My Gym is educating parents – and helping combat childhood obesity. Hundreds of thousands of kids and their parents head to their neighborhood My Gym each year, where they participate in age-appropriate exercise programs and acquire the skills, confidence and positive self-image needed to become healthy young adults.

While My Gym works year-round to develop kids' strength, balance, coordination, fine and gross motor proficiency, agility, flexibility and social skills, the country's leading children's fitness center sets aside one week each year when they issue a national call to action: The *Kids for Fitness Challenge* – a challenge to kids and parents to get up, get active and get fit!

Designed to kick off National Fitness Month, the week-long *My Gym Kids for Fitness Challenge* calls on all kids and their families to 'think fitness' and get on track towards a healthy lifestyle – all leading to the *Kids for Fitness Challenge Day* on Friday, May 4, 2007, when the public is invited to visit one of 170 My Gym Fitness Centers across the U.S. In addition receiving handouts and worksheets with important information on nutrition, physical fitness and creating a healthy lifestyle, My Gym members and their guests will participate in a planned day of fitness routines designed for children of all ages. Kids can be free to run, skip, hop and even fall down – because fitness is fun (and sometimes even funny).

But the results are anything but funny. My Gym kids are fit, self-confident and self-motivated. Through the years, many My Gym kids have even grown to become athletes and martial arts champions. And many My Gym parents are yesteryear's My Gym kids.

While the *Kids for Fitness Challenge* is a way for families to become acquainted with My Gym, the message of fitness is first foremost.

“We know that once kids get going, they love to exercise and enjoy physical activity. The biggest problem we face today is motivating youngsters to get started and getting them to commit to a healthy lifestyle. These are the driving forces behind the *Kids for Fitness Challenge*, and National Fitness Month provides a perfect forum for this incredible event. All of our 170 My Gym Fitness Centers will participate in this effort to reach as many kids, teenagers and parents as possible,” said Matt Hendison, chief officer of marketing and entertainment for My Gym.

Prior to the actual challenge, boys and girls will receive a sponsor sheet to sign up their own family and friends for donations as they pledge to get fit. Each participant will donate a \$5 entry fee, plus whatever pledges they receive with all proceeds benefiting *My Gym Challenged America*, a national nonprofit organization dedicated to providing physically and cognitively challenged children with the highest possible quality of life. Established by accident survivor Randy Bertisch, brother of MY GYM CEO Cory Bertisch, *Challenged America* assures that no child will be denied the opportunity to reach their fullest potential because of adverse economic circumstances.

While the kids at My Gym exercise and learn the importance of proper nutrition, they'll be raising money to improve the physical well-being of other children who need help. My Gym and My Gym Challenged America hope to raise at least \$50,000 with this fundraiser.

For kids who can't make it to a gym but want to get in the swing of things, My Gym will post a variety of helpful information as well as excerpts from the newly released “Mymo's Adventures” exercise DVD, so kids everywhere can exercise at any time during the event. They can also pledge online to help with the fundraising. Visit www.my-gym.com and click on the

Kids For Fitness Challenge.

About My Gym Children's Fitness Centers

Based in Los Angeles, California, My Gym Enterprises is the company responsible for franchising My Gym Children's Fitness Center worldwide. Since 1983, My Gym Children's Fitness Center has combined innovative, physical early learning/pre-gymnastics classes with state-of-the-art facilities to empower children - ages 3 months to 13 years - by helping them acquire the skills, confidence and positive self-image needed to become healthy young adults.

My Gym's award-winning, structured, noncompetitive and age-appropriate classes enhance children's strength, balance, coordination, agility, flexibility and social skills through games, music, exercise, sports, special rides, gymnastics and fun! My Gym was recently ranked #183 overall on Entrepreneur Magazine's Franchise 500 List and #1 in its category in both 2005 and 2006. There are currently 170 My Gym Children's Fitness Centers in operation, with 30 new gyms scheduled to open in the next 12 months. **For more information, call 800-4MY-GYMS (800-469-4967) or go to www.my-gym.com.**

About My Gym Challenged America

The My Gym Challenged America Foundation (MGCA) is a nonprofit organization committed to improving the lives of children who are physically challenged, cognitively delayed, underprivileged, at-risk or suffering economic difficulties. Funds raised allow MGCA to present vital equipment and therapeutic services to disabled children as well as offer My Gym scholarships to eligible youngsters for whom such a valuable experience would be inaccessible. Gifts from the Foundation greatly improve the lives of these special children and go far in helping them reach their maximum potential. For more information, visit the My Gym Challenged America website at www.challengedamerica.com.

About National Fitness Month

Since 1983, May has been observed as National Physical Fitness and Sports Month. Individuals and organizations everywhere have joined in the fun to promote awareness of the value of physical activity in the pursuit of happier, healthier, more productive lives. To further this vital mission, the President's Council on Physical Fitness and Sports reached out in 1994 to both public and private organizations to form the Presidential Fitness Partners in May. By working together, the "partners" will achieve increased public resonance of individual health and fitness messages.

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CONTACT: SSA Public Relations (818) 501-0700
John Russel jrussel@ssapr.com
Andrea Nicastro andrea@ssapr.com