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*A Nonprofit Organization Dedicated To Improving The Lives Of Children*

## **Challenged America Challenges Itself To Improve The Lives of Disadvantaged Children**

### ***Two Dollars Buys Million Dollar Smiles***

Los Angeles, CA (October 20, 2005) - The My Gym Challenged America Foundation has challenged itself to accomplish something big and important: To improve the lives of children faced with physical, cognitive, social and economic difficulties. Led by Randy Bertisch, a dynamic, ex-actor who survived a tragic, near-fatal car accident 15 years ago, the foundation is dedicated to making a difference in the lives of children.

In order to raise both money and awareness for this benevolent cause, Challenged America will be selling fun-looking, multicolored elastic wristbands for \$2 apiece. Similar to familiar yellow wristbands for cancer research championed by the renowned Tour De France bicyclist Lance Armstrong, each of the Challenged America wristbands are debossed with the words, "Improving The Lives Of Children." Five words that any child-loving human being would be proud to sport.

Hoping to raise at least \$60,000 with the wristband sale, the Challenged America Foundation will use the funds to issue 120 \$500 grants to kids who need vital equipment and therapies for their disabilities, or will fund nearly 500 underprivileged kids to get free fitness classes, or a combination of both. Either of these options will make a world of difference in the lives of these children, which is what The My Gym Challenged America Foundation is all about.

The My Gym Challenged America Foundation is a charitable organization that was set up by Randy Bertisch and Los Angeles-based My Gym Children's Fitness Center. Founded in 1983, My Gym is a leader in the children's fitness industry. Utilizing state-of-the art facilities to empower children - ages 3 months to 13 years, My Gym helps them acquire the skills, confidence and positive self-image needed to become healthy young adults.



Now in a wheelchair, Bertisch began the foundation because in the course of his rehabilitation, he saw how lucky he was in comparison to others. He had sufficient insurance and had the resources to get the equipment vital for his rehabilitation. His ensuing epiphany caused him to dedicate his life to helping those less fortunate than himself. You could say that Bertisch is a champion of the challenged and you would be exactly right.

The fundraising drive will begin this month and be targeted at the parents who bring their children to the 150 My Gym Children's Fitness Centers around the world. It is the first fundraising effort in the organization's 23 year history that all of the gyms have participated in and promises to be very successful. Says Bertisch, "Each donation of \$2 will put smiles on youngster's faces, provide healing for those who suffer, and bring laughter to the lives of children and families who need it most."

Where else can \$2 buy 500 "million dollar" smiles?

To apply for an equipment grant or for a scholarship for a fitness class, visit [www.mgcahelpskids.org](http://www.mgcahelpskids.org).

To donate and receive your MGCA wristband, visit your local My Gym Children's Fitness Center ([www.my-gym.com](http://www.my-gym.com) for location nearest you) OR send a check or money order to:

My Gym Challenged America Foundation, 15300 Ventura Blvd., Suite 423, Sherman Oaks, CA 91403, 818-907-6966.