

**FOR IMMEDIATE RELEASE**

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Los Gatos, CA



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## Youth Wellness Associates, Inc.

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Youth Wellness Associates, Inc. d.b.a., **FUZE Fit For A Kid™** (“FUZE”) is pleased to announce it will serve Silicon Valley children’s health, fitness, and nutrition needs, leveraging computer technology and fundamentals of certified youth fitness, health promotion and education, and sports conditioning. As such, FUZE is the 1<sup>st</sup> and only truly comprehensive health and wellness club dedicated just to kids. FUZE will strive to strengthen the health and fitness of kids in K-8<sup>th</sup> grade with a state-of-the-art club designed for just for their needs with age-based **classes** like yoga, kickboxing, rebounding, martial arts as well as with **interactive fitness** technology and appropriate **strength training** and **coaching** services. Our primary goal is to provide a constructive, fun, and safe, **ultimate cross-training experience** for kids.

As a secondary goal, we also seek to improve the growing epidemic of childhood obesity by creating partnerships within the community including parks and recreation, local K-8 schools and parent/teacher organizations, local coaches and sports teams, home schooled children, the medical community, and neighboring businesses. “Our mission is to inspire and motivate kids to develop the lifelong habits necessary to promote, achieve, and advance the skills required for optimum health, and we will accomplish this through collaboration and by creating an exciting experience for the kids who join the club” says David James, MSc. Founder and CEO of FUZE. Moreover, FUZE is a **place for kids to call their own** and where **fitness is fun and they have their own personal health club**.

Here are a few facts to ponder:

- Obesity is the #1 threat to the health and well-being of children.
- Locally, between 14.5%-27.3% of 5<sup>th</sup>, 7<sup>th</sup>, and 9<sup>th</sup> graders, and 25.3% county-wide, are clinically overweight.
- Between 31%-62% of neighborhood middle-schoolers *failed* the physical education standards test, while throughout CA the percentage of overweight children under 18 yrs. of age has tripled; the trend is worsening over time.
- Statewide, less than 10% of elementary and middle-schoolers receive daily physical education (P.E.).
- Children today have a shorter life expectancy than their parents for the first time in 100 years.
- 60% of kids who start playing sports at a young age quit by age 12 and never play them again.
- Nowhere in the county does there exist such a facility or a program dedicated to kids’ fitness and to helping each achieve lasting fitness.

FUZE has created a fun, facility-based, multi-disciplinary fitness program combining scientifically-demonstrated components of exercise. “Our comprehensive wellness center is dedicated to children primarily ages 5-14 and will

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provide both a *place* and a *means* for **young aspiring athletes, athletic teams, groups**, and most importantly, for **individual students** with varying degrees of capabilities and skills, of all shapes and sizes, to develop an appreciation of “what it means to be, and more importantly, to feel fit” says James, also a youth coach and a fourth-generation resident. We want to create a foundation for healthy living for as many children and teens as we can, adds James. FUZE also sees its **Summer Camps** and **Birthday Parties** as top-notch in terms of breadth, depth, and the quality of the kids’ experiences at the club.

The focus is on *prevention* and on instilling enduring habits required to live a healthy lifestyle as well as the *advancement* of current skill sets. FUZE seeks to empower children and their families through strategies and tactics largely based in play. By blending or “fuzing” technology, specifically *exergaming* and interactive fitness tools, with the fundamentals found in a fun and flexible fitness program – with classes geared just for kids – FUZE aims to create an exciting, member-based program where “kids get fit or fitter in a safe, non-intimidating environment”, says James. FUZE will provide transparent, technology-driven value to parents and their children within a “best-in-class” facility where programs, including nutrition and confidence-building, are developed and supervised by a licensed pediatrician and behavioral specialist. At FUZE, fitness and sports coaches, teachers, and trainers are **certified youth conditioning specialists** dedicated to helping kids GO PLAY and ACHIEVE™. FUZE is located at 15405 Los Gatos Blvd. between Lark and Los Gatos-Almaden Rd. (across the street from Trader Joe’s). FUZE Fit For A Kid! can be reached at **408.358.PLAY** or **www.fuzefit.com** for **membership, program, summer camps, parties, and Grand Opening** information.