



**- FOR IMMEDIATE RELEASE -**

**January 1, 2009, Los Gatos, CA** Youth Wellness Associates, Inc. d.b.a., **FUZE Fit For A Kid™** (“FUZE”) is pleased to announce a milestone – since July it has **served more than 1,100 kids and teens’** interests and needs to garner a healthy lifestyle through fitness, wellness, nutrition and fun at their own state-of-the-art Club, FUZE Fit For A Kid! By leveraging computer technology – yes! – and fundamentals of certified youth fitness coaching, health promotion and education, and sports conditioning, FUZE is the *1<sup>st</sup> and only* truly comprehensive health and fitness club of its kid – just for kids and teens!

“Our mission is to spark, inspire, motivate and engage 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 and teens to call their own** and where **fitness is all play** and they have their own personal health club – their own academy.

FUZE strengthens the health and fitness of kids in K-9<sup>th</sup> grade with a state-of-the-art club designed for just for their needs with age-based group exercise **classes** like yoga, kickboxing, rebounding, hip-hop and zumba dance, martial arts as well as with **core classes** including **interactive fitness** technology, **exergaming**, plyometrics-based **conditioning**, and safe, age-appropriate **strength training** and **coaching** services. Our primary goal is to provide a constructive and fun **ultimate cross-training experience** for kids, be they aspiring young athletes, need a little extra focus and motivation that comes from a non-threatening kid-only environment, or are seeking to truly adopt a healthy lifestyle for the first time in their young lives. We offer a safe, non-intimidating place while providing the means for enduring fitness for all levels of socialization, athleticism, health, and individual fitness.

Obesity is the #1 threat to the health and well-being of all children. Overweight youth have a 70% chance of becoming obese adults. Obesity and super-obesity are up 36% and 98%, respectively, in the past 20 years. As we know, unhealthy

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diet and physical inactivity can cause or aggravate many chronic diseases and conditions, including type 2 diabetes, hypertension, heart disease, stroke, and some cancers. Most disturbing, for the **first time in modern human history, children will have a shorter life expectancy than their parents.**

Here are a few health and fitness facts to ponder:

- Locally, between 14.5%-27.3% of 5<sup>th</sup>, 7<sup>th</sup>, and 9<sup>th</sup> graders 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.).
- 60% of kids who start playing sports at a young age *quit by age 12* and never play them again.
- 85% of kids under 14 are on-line daily, more than that own at least one PlayStation, XBOX, or Nintendo Wii, and recently it was reported that at least 95% of teens had played at least one video game the day before.

Hence, secondary to fun and fitness, we have sharply taken aim at 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. As an example FUZE presently provides for regular, **on-site school physical education** programming for local K-5<sup>th</sup> graders after school is out.

Furthermore, FUZE has a standing offer to all local schools: **PE4FREE!** – qualified, coached physical education and instruction at the Club for free to all classes seeking to improve the health and fitness within the classroom. Why is this important? Well, **2 out of every 5 kids** county-wide are **clinically overweight** and **less than half passed all 6 school physical fitness metrics**; barely more than half passed the test metrics in local schools in Los Gatos! “We see ourselves as a resource to schools and hope they take advantage of what we have to offer them now”, adds James.

As such, we are also pleased to announce our partnership with Dr. Jamie Wallach’s **Bay Area Committed to Kids (BACTK)**, a local, established pediatric lifestyle and weight management medical practice which will provide medical monitoring, clinical oversight, and consultative services to FUZE Fit For A Kid! MD clients referred by local pediatric, family practice, and specialty offices. Dr. Wallach’s program includes comprehensive, individualized care provided by herself, a

board-certified pediatrician and a board-certified weight management specialist originally trained in nutrition, a behavioral specialist, dietitian, and fitness expert in both individual and group sessions. She has now accumulated over three years of

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experience in the new, uncharted field of pediatric weight management and support. Through her partnership with Dr. Kris Von Almen, behavior specialist and co-author of *Trim Kids*, they have paired up to provide value-based services to members of FUZE and the community in which they serve.

FUZE has created a fun, facility-based, multi-disciplinary fitness program combining scientifically-demonstrated components of exercise. “Our comprehensive Club is dedicated to providing both a *place* and a *means* for **young aspiring athletes, athletic teams, groups (i.e. sports-specific team training, home school groups, scouts)**, 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, certified as a Double-Goal Coach by the Positive Coaching Alliance and a member of the International Youth Conditioning Association. We want to create a foundation for healthy living for as many children and teens as we can, adds James.

The focus is on soft **prevention** – through pre-rehabilitative training techniques grounded in general athletics and motor development – and on instilling enduring habits required to live a healthy lifestyle as well as the **advancement** of current skill sets. FUZE is empowering 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 has created an engaging, member-based program where “kids get fit or fitter in a safe, non-intimidating environment”, says James, where there are “no cliques and the social surroundings are “neutral””, he adds

FUZE provides 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 coaches are **youth conditioning specialists** dedicated to helping kids GO PLAY and ACHIEVE™. Most kids walk in the Club with their parents and say “...oh my gosh... this is incredible!...” adds James, where the environment is kids nightclub meets health club. “The ultimate testament to our services and coached experience is that not one child or teen has ‘quit’ our program”, adds James.

FUZE is located in Silicon Valley at 15405 Los Gatos Blvd. Los Gatos, CA 95032 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, programs, summer camp, birthday party, personal or team training, parents’ night out, and special events** information.