



The FitKids Mission

FitKids builds healthy communities in partnership with committed teachers, youth leaders, kids and parents by using fitness and nutrition as the basis for

curricula including writing, math, geography, and volunteerism.

Why FitKids? Why Now?

There is a difference between awareness of the childhood obesity problem and the action required to impact positive change! FitKids is an ACTION-ORIENTED program that creates an environment of success for all of our participants! FUN is the key to building a lasting lifestyle change. Take the FitKids Journey with us this school year and see what we mean!

FitKids promotes daily physical activity, sound nutrition and healthy lifestyle choices. Leaders commit to becoming Movement Mentors and participate with their members in running, walking, jumping & playing for fitness and fun while addressing the following areas:

- **Goal Setting and Achievement**
- **Mathematics - Mileage Tracking**
- **Writing - Pen Pals**
- **United States & World Geography**
- **Volunteerism & Citizenship**
- **Computer Skills**
- **Intercultural Awareness**

The FitKids Tour

Each year, FitKids embark upon a tour exploring different parts of the world. We virtually track our movement by converting physical activity into miles. Those miles are plotted on our tour map and Movement Mentors may utilize our online mapping to highlight age / grade level appropriate points of interest along the way.



The 2008 / 2009 Tour includes:



Switzerland



Austria



Serbia



Turkey



Iraq



Iran



India



Nepal



Tibet



China

Why Does FitKids Have A Sister School in South Africa?

Let's face it; a major contributor to childhood obesity is the overabundance of the American lifestyle. When kids correspond with children who have little food, no electricity, and limited access to education and health care, they begin to realize how fortunate they are. FitKids participants begin to form an appreciation for the world around them while developing compassion for those less fortunate than themselves. A major component of the FitKids program is teaching kids to take care of themselves through healthy lifestyle choices which in turn allow them to help others.



Kids Helping Kids

FitKids teaches children that they are indeed capable of making a difference in the lives of those less fortunate. FitKids have produced fund-raisers that achieved the following for their sister school:

- Repaired the electrical system restoring electricity to the school
- Provided a budget for breakfast which supplied nearly 15,000 breakfast portions
- Increased security for the students and staff of Daniels' Primary School
- Provided postage and supplies for the pen pal program
- Collected over 1000 T-Shirts to share with their pen pals
- Outfitted mobile kitchen with pots, pans and utensils for cooking

FitKids Programming Options

School-Based Movement Mentor Program: 4 days per week led by teacher. FitKids Staff provides assembly for kick-off, teacher training, and 3 classroom presentations.

Community Group Program: 2 – 4 days per week led by teacher, coach or youth leader. FitKids Staff provides kick-off, mentor training, 2 after-school programs.

FitKids Community-Wide Programs

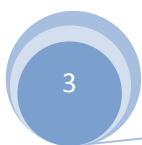
Family Field Day

Fall Fitness Friday

FitKids FitKamp

The FitKids Team

The founders of FitKids USA are Kathleen Goyette, Tom Kelleher, and Tim Finger. Each brings more than 25 years of experience working in youth sports as coaches, program managers and program directors. Their experience working in schools, YMCA's, public and private fitness facilities, and community education centers has allowed them to develop an unmatched comprehensive wellness program and offer it to any school or group willing to join the FitKids Team!



FitKids Partner Athletes

Roger Federer, World #1 Tennis Player

Phil Mahre, Olympic Gold & Silver Medalist, World Cup Champion-Slalom

Steve Mahre, Olympic Silver Medalist-Slalom

Gordy Sheer, Olympic Silver Medalist, Luge

Andy Mahre, Freestyle Skier



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Roger Federer with South African students. Photo: © Reg Caldecott / Roger Federer Management

The Future of FitKids

FitKids is ready to move into additional venues across the United States and around the world. The program has been tested in 57 classrooms in 5 school districts over 4 school years. The United States has never had a greater need for childhood obesity programs and FitKids classrooms are leading positive change by instituting daily physical activity and placing an importance on nutrition. These cornerstones of healthy living are made more meaningful when contrasted with the less fortunate circumstances of students at our sister school. FitKids are learning how to take care of themselves, improve their health, discover the world around them, problem-solve, set and achieve goals and give of themselves. Your support is critical to the growth of this program.

Questions?

Please contact:

Kathleen Goyette

Ph: 509.945.3189

Email: kat@skiwhitepass.com

Mail: 1209 South 45th Avenue, Yakima, WA 98908

