



Fun, Fly & Fit

Fun, Fly & Fit is a six-week fitness program that will reach elementary-school children in various venues, including schools, community centers and churches. The program will consist of two workouts a week for the duration of the program. These weeks will include themes to promote healthy eating and nutrition and will also integrate families into the program. Each program will host a Fun, Fly & Fit Day where celebrity fitness trainer and Fun, Fly & Fit spokesman Mark Jenkins will work out with the children and any adults who wish to get involved. The goals of this program are:

- To increase the number of minutes of physical activity of children in 100 schools in the greater Washington region by 75%;
- To provide the schools with the tools necessary to continue a fun after-school exercise program;
- To promote positive body image through nutrition and fun; and
- To increase parental awareness of the childhood obesity epidemic in the greater Washington area.

Target Audiences:

- Elementary and middle school-aged children; third grade through sixth grade (8-12) and
- Parents of elementary and middle school-aged children.

Fun Fly & Fit Features:

- Six-week program (two days a week for 45 minutes);
- Special backpack for participants filled with exciting items;
- A fitness trainer will go to location to deliver program and after-school coordinators will be trained by fitness experts to carry on the program;
- Grant money awarded to after-school program to support wellness policies;
- Local celebrity appearances at schools for Fun, Fly & Fit Days;
- Healthy and tasty snack packs;
- Recipe cards and nutritional information given out at parental workshops;
- Special nutrition book; bookmarks, posters and pledge cards; and
- 540 minutes of increased physical activity by conclusion of the program!