THE IDEAL SOCIAL RESPONSIBILITY CAMPAIGN

JOIN OUR NATIONAL ‘MOVEMENT’
IMPROVING THE HEALTH & ACADEMIC RESULTS
FOR 50 MILLION KIDS

ACTIVE KIDS ➔ HEALTHY KIDS ➔ BETTER STUDENTS
POTENTIAL PARTNERSHIP – SOCIAL RESPONSIBILITY CAMPAIGN

ACTIVE KIDS ➔ HEALTHY KIDS ➔ BETTER STUDENTS

OUR MISSION

GREATLY IMPROVE THE HEALTH AND ACADEMIC RESULTS FOR 50 MILLIONS CHILDREN BY PROVIDING INCREASED PHYSICAL ACTIVITY AND HELPING KIDS AFFORD TO PLAY SPORTS

2 MAJOR FOCUSES

1. EDUCATE AMERICA ON THE ‘INACTIVITY PANDEMIC’ AND IT’S DEVASTANTING RAMIFICATIONS
2. SOLVE THIS PANDEMIC WITH 2 PROVEN PROGRAMS – AMPED & THE PASS

PROVIDE OUR MAJOR PARTNERS SIGNIFICANT COMMUNITY VISIBILITY WHILE HELPING KIDS BECOME HEALTHIER & SMARTER

Supported over 100 Companies - Looking For 5-10 ‘Exclusive’ Partners For The Future
THE ‘INACTIVITY PANDEMIC’ IS DEADLY & GETTING WORSE

MORE DEADLY THAN SMOKING\(^1\)

MORE DEADLY THAN OBESITY\(^1\)

DRIVING UP HEALTHCARE COSTS

HURTING ACADEMIC PERFORMANCE\(^2\)

- 82 million Americans are totally sedentary - Not active in 100+ different activities...once in the past year!\(^3\)
- 10 million kids who are total 'couch potatoes' - Not active in 100+ different activities...once in the last year!\(^3\)
- 50 million children (over 90%) are not active to CDC physical activity standards\(^3\)
- ‘Play’ is almost gone and most schools have eliminated or dramatically reduces physical education & recess
- We have generations of kids that have NO physical skills to run, jump, throw, catch, or even stand on one leg
- Our kids are healthcare time bombs...And inactivity is hurting their academic success too!
- The only thing all kids are moving...is their fingers!

1, World Health Organization; 2, Numerous research projects show this conclusively; 3 Sports Marketing Survey
SOLVING 2 OF THE BIGGEST ISSUES KIDS FACE

UNHEALTHY SEDENTARY LIFESTYLE

THE HIGH COST TO PLAY SPORTS
2 OF THE BIGGEST ISSUES KIDS FACE

INACTIVITY HEALTH ISSUE

More Kids Are Not Active To Healthy Standards

% of Kids Who Are Active 3+ Times A Week – Declining!

<table>
<thead>
<tr>
<th>Year</th>
<th>6-12 Yr. Olds</th>
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</thead>
<tbody>
<tr>
<td>2012</td>
<td>28.3%</td>
</tr>
<tr>
<td>2013</td>
<td>27.8%</td>
</tr>
<tr>
<td>2014</td>
<td>26.9%</td>
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<tr>
<td>2015</td>
<td>26.6%</td>
</tr>
<tr>
<td>2016</td>
<td>24.8%</td>
</tr>
<tr>
<td>2017</td>
<td>23.9%</td>
</tr>
</tbody>
</table>

US Kids are ranked 47th out of 50 countries in fitness

Almost 50% of kids have no PE - Many have no recess

Lack of physical activity affects the ability to learn

¾ of teens are not fit enough to join the military

COST TO PLAY SPORTS

Kids In Low Income Families Are Less Active

% of Kids INACTIVE

- Under $25,000
- $25,000 to $49,999
- $50,000 to $74,999
- $75,000 to $99,999
- $100,000+

- 2012
- 2013
- 2014
- 2015
- 2016
- 2017

- Only 27% of kids from low income families play team sports vs. 46% of kids from high income families
- Serious sports programs can cost from $1,000 to $5,000+ per year
- Sports prepare kids for life & being successful
  - 94% of executives played team sports as kids
  - Sport builds confidence, structure, teamwork, etc.
THE ULTIMATE 1-2 APPROACH GETTING ALL KIDS MOVING & HEALTHY AND KIDS PLAYING SPORTS
Amplify Education With Physical Activity

Tested, Proven Efficient

Get All Kids Moving While In School For Pennies A Day
AMPED is a school running program...primes kids’ brains for better learning.

- Gets all kids moving...having fun...with rewards
- Their brains are ‘AMPED’ – active kids do better in school
- Proven – over 200 schools & 100,000 kids love AMPED
- $4,000 for a whole school for 3 years - < 3¢ per day or $10 per child!
THE KIT INCLUDES EVERYTHING THE SCHOOL NEEDS

**AMPED**
Amplifying Education with Physical Activity.

- 2 EcoXGear Bluetooth, H2O-proof, & rechargeable speakers
- 4 cones for "AMPED zone"
- Small AMPED Charms in 5 colors, supplied for 3 Years!
- Large AMPED Charms in 2 colors, supplied for 3 Years!
- 1 AMPED Charm Organizing & Carrying Case
- 1 Banner
- Stretchy-silicon AMPED Charm Necklace, supplied for 3 Years!
- 1 Durable AMPED mobile storage case, fits your entire AMPED Kit

**EZ Scan Software**
KIDS LOVE THESE CHARMS - REWARDS FOR RUNNING
KIDS MOVING AND ‘AMPED UP’...READY TO LEARN!
Helping Kids Afford To Play Sports

We Pay. Kids Play.

Tested, Proven And Efficient
2. KEEP KIDS PLAYING AND ACTIVE...AFTER THE SCHOOL DAY

WITH 62% OF KIDS NOT BEING ABLE TO AFFORD SPORTS, THE PASS KEEPS KIDS ACTIVE AFTER THE SCHOOL DAY

AN EASY-TO-USE ONLINE PLATFORM PARENTS APPLY FOR FINANCIAL SUPPORT TO COVER SPORTS FEES

Funds for a specific program for a specific child

THE PASS IS PROVEN – OVER 16,000 KIDS IN 70 DIFFERENT SPORTS
"Thank you for providing a financial investment in sports and children. My son just received a grant to continue playing baseball. **Now, my son has his baseball smile again.**"

"My daughter continues to dance her heart out! Dance lessons to her means more than just a fun hobby; it’s also a way to stay fit and healthy. She walks in to dance with worries and stress and walks out feeling positive and **ready to conquer anything that comes her way.**"

"Suddenly I needed to pay for my daughter’s basketball at the YMCA. I used money that was meant to pay my gas and electric bill, since I had no money coming in. **She loves playing basketball more than anything.** It warms my heart that she gets to participate, despite the trouble I had paying for her participation."
HELP US GET **50 MILLION** KIDS HEALTHY & SMARTER

WE HAVE A SPONSOR OR SUPPORT LEVEL FOR EVERYONE

ACTIVE KIDS ➔ HEALTHY KIDS ➔ BETTER STUDENTS
FOR MORE INFORMATION

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- Founder, PHIT America, a 501(c)(3) Non Profit
- Veteran Sports Industry Executive
- Former President of Wilson Sporting Goods
- Sports Industry Hall of Fame, Tennis Industry Hall of Fame
- 20 Year Leader Promoting The Benefits of Increased Physical Activity

KEY LINKS:
- PHITAmerica.org
- Great Informational Videos – Videos.PHITAmerica.org
- AMPED Program - AMPED.PHITAmerica.org
- PASS Program – PASS.PHITAmerica.org
- Inactivity Pandemic – IP.PHITAmerica.org