



**MY GYM SETS COURSE FOR
“KIDS FOR FITNESS CHALLENGE” WITH
30-MINUTE WORKOUT DESIGNED TO
GET KIDS ACTIVE AND COMMITTED TO HEALTH
AND FITNESS**

*All My Gym Children’s Fitness Centers Nationwide To Participate In
“Kids For Fitness Challenge” to Kick Off
National Fitness Month on Friday, May 4, 2007*

FOR IMMEDIATE RELEASE:

LOS ANGELES – (March 29, 2007) – As part of its continuing battle against the ever growing problem of childhood obesity, My Gym Children’s Fitness Centers will once again challenge America’s youth – and their parents – to discover the benefits, fun and excitement of a lifelong commitment to health and fitness.

Dubbed the “Kids For Fitness Challenge,” the 30-minute workout routine challenges kids with age-appropriate exercise routines designed to develop strength, balance, coordination, fine and gross motor proficiency, agility, flexibility and social skills, along with cardiovascular and strength training – all in a motivating atmosphere of fun and hard work. Since proper nutrition is as important as frequent exercise in becoming and staying healthy, participants in the “Challenge” (and their friends and families) will also receive pointers on healthful eating and ways to make exercise fun.

Beginning Monday, April 30, 2007, kids and parents across the country are invited to visit one of 170 My Gym locations where they can pick up important information on proper nutrition and exercise, and sign up for the second annual “Kids For Fitness Challenge,” scheduled for Friday, May 4, 2007. In addition to challenging kids to get up and get active, the May 4th event will also raise funds for the My Gym Challenged America Foundation, a nonprofit organization committed to improving the lives of children who are physically challenged, cognitively delayed, underprivileged, at-risk or suffering economic difficulties.

Every participant in the “Kids for Fitness Challenge” will be encouraged to sign-up friends and family as sponsors for their challenge, to meet the optional \$5.00 fee and hopefully exceed that amount for an even larger donation. As the kids jump, play and exercise, they’ll not only demonstrate the importance of being active and staying healthy, they will also show that even kids can make a difference by raising money for children in need through the My Gym Challenged America Foundation. This year’s fundraising goal is \$50,000.

For kids who can’t make it to a gym but want to get in the swing of things, My Gym will post a variety of helpful information as well as excerpts from the newly released “Mymo’s Adventures” exercise DVD, so kids everywhere can exercise at any time during the event. They can also pledge online to help with the fundraising. Visit www.my-gym.com and click on the ***Kids For Fitness Challenge***.

About My Gym Children’s Fitness Centers

Based in Los Angeles, California, My Gym Enterprises is the company responsible for franchising My Gym Children’s Fitness Center worldwide. Since 1983, My Gym Children’s Fitness Center has combined innovative, physical early learning/pre-gymnastics classes with state-of-the-art facilities to empower children - ages 3 months to 13 years - by helping them acquire the skills, confidence and positive self-image needed to become healthy young adults.

My Gym’s award-winning, structured, noncompetitive and age-appropriate classes enhance children’s strength, balance, coordination, agility, flexibility and social skills through games, music, exercise, sports, special rides, gymnastics and fun! My Gym was recently ranked #183 overall on Entrepreneur Magazine’s Franchise 500 List and #1 in its category in both 2005 and 2006. There are currently 170 My Gym Children’s Fitness Centers in operation, with 30 new gyms scheduled to open in the next 12 months. **For more information, call 800-4MY-GYMS (800-469-4967) or go to www.my-gym.com.**

About My Gym Challenged America

The My Gym Challenged America Foundation (MGCA) is a nonprofit organization committed to improving the lives of children who are physically challenged, cognitively delayed, underprivileged, at-risk or suffering economic difficulties. Funds raised allow MGCA to present vital equipment and therapeutic services to disabled children as well as offer My Gym scholarships to eligible youngsters for whom such a valuable experience would be inaccessible. Gifts from the Foundation greatly improve the lives of these special children and go far in helping them reach their maximum potential. For more information, visit the My Gym Challenged America website at www.challengedamerica.com.

About National Fitness Month

Since 1983, May has been observed as National Physical Fitness and Sports Month. Individuals and organizations everywhere have joined in the fun to promote awareness of the value of physical activity in the pursuit of happier, healthier, more productive lives. To further this vital mission, the President's Council on Physical Fitness and Sports reached out in 1994 to both public and private organizations to form the Presidential Fitness Partners in May. By working together, the "partners" will achieve increased public resonance of individual health and fitness messages.

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