

Champions

Press Release
For Immediate Release

Contact: Patricia Maldonado, 305-490-8831
patricia@littlefishmedia.net

HealthClubExperts.com Takes Aim at Youth Obesity, Set to Launch Youth Fitness Equipment

Pompano Beach, FL – HealthClubExperts.com (<http://healthclubexperts.com/>) takes aim at the rising obesity rate in the United States by launching Champions Youth Fitness System, a line of equipment designed to get kids fit.

The Pompano Beach-based HealthClubExperts.com signed an exclusive contract with Panatta Sport to introduce its youth strength and cardiovascular workout equipment for children ages 6-12. Panatta, which is based in Italy, is a leading developer of fitness equipment for all ages.

“We’re proud to introduce this unique fitness system for pre-teens since there’s nothing like this available in the country,” says Paul Bosley, the owner of HealthClubExperts.com. “Our goal is to make fitness for kids as popular as it is among adults.”

Kids Fitness Palace in Pinecrest uses Panatta Sport equipment for kids. It’s whimsical and colorful design helps hook pre-teens to get fit.

“They love the equipment. It’s one of the points that makes them want to try it. It’s very inviting” says Marlon Bailey, owner of Kids Fitness Palace and Precision Personal Training in South Dade.

HealthClubExperts.com has teamed up with Health Clubs Online to market Champions Youth Fitness to the U.S. pre-teen market and to fitness centers eager to expand their client base to include families.

“Our goal is to introduce youth fitness areas into fitness centers, YMCAs, JCC’s and municipalities to help solve the youth fitness obesity crisis,” said Scott Steers, founder of Health Clubs Online, a Website and SEO company.

According to the Centers for Disease Control, the percentage of overweight children more than doubled in the last 20 years. In fact, the percentage of children ages 6–11 in the United States deemed obese increased from 7 percent in 1980 to nearly 20 percent in 2008. The percentage of adolescents ages 12–19 considered obese increased from 5 percent to 18 percent over the same period of time.

First Lady Michelle Obama first highlighted the youth obesity problem with the launch of her “Let’s Move” initiative in 2008. Obama laid out an ambitious plan to make school lunches healthier and get kids more active.

Bosley and Steers launched Champions Youth Fitness (<http://www.championsyouthfitness.com/>) in June 2010 to encourage fitness professionals to reach out to kids and families. Bosley and Steers are in negotiations to use the name, “Champions Youth Fitness” to launch free standing youth fitness

centers as well as offering a kids fitness programs at businesses like day care centers and martial arts studios.

About HealthClubExperts.com

Formed in June 2006 to serve to the health club industry by selecting the best of the breed in the key fields of construction, architectural design, equipment selection, finance and marketing. Health Club Experts launched Champions Youth Fitness as a natural step offering youth fitness products and services. HealthClubExperts.com works with fitness equipment manufacturers such as Promaxima Manufacturing, Power Plate, and Keiser Fitness. Fitness center clients include Anytime Fitness, Fla.; Get in Fit for Women, Mass; Gym Box, Calif.; Infinity Fitness, Texas; and Retro Fitness, Ala.

To learn more about the new Champions Kids Fitness System, visit www.ChampionsKids.com and be sure to watch our concept video. You can also visit our main website www.championsyouthfitness.com or contact Paul at paul@healthclubexperts.com or call 561-702-5505.