

# Champions

Press Release  
For Immediate Release

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## **Champions Youth Fitness Teams Up with KidShape 2.0 and ISSA, Raising the Level of Wellness Programming Available to Kids, Families**

**Pompano Beach, FL** – Champions Youth Fitness ([www.championsyouthfitness.com](http://www.championsyouthfitness.com)) announced that it is teaming up with KidShape 2.0 and the International Sports Science Association (ISSA), two nationally recognized wellness programs, a move that broadens the Champions' fitness efforts and raises the level of wellness programming now available to pre-teens.

"Our goal is to put a dent in the childhood obesity problem rampant in our society," said Paul Bosley, the founder of Champions Youth Fitness in Pompano Beach. "We'll offer the four pillars of good health: strength, flexibility, cardio and nutrition which are keys to establishing optimum wellbeing."

Champions and KidShape 2.0 will franchise stand-alone fitness centers and establish programs at existing gyms and community centers with exercise equipment, group classes and nutrition services geared to kids under 12.

"We'll give families the information and tools to change behavior, eat healthier, move more and feel good," said Saeb Jannoun, KidShape 2.0 CEO.

KidShape 2.0, based in Tampa, will integrate interactive nutrition activities and games, fresh foods and family education programs into Champions Youth Fitness centers and programs.

The partnership with the ISSA guarantees that a personal trainer at each Champions location will receive a scholarship for a youth fitness personal training certification. ISSA personal training certification is recognized worldwide and is highly coveted in the health care industry.

"We believe that it's critical for the fitness profession to help get kids in shape and Champions will have a huge impact on making that happen. We're demonstrating our belief and support by offering scholarships for trainers of Champions," said Dr. Sal Arria, co-founder and CEO of ISSA.

Champions Youth Fitness centers and programs will feature Panetta Sport strength and cardiovascular workout equipment for children ages 6-12, exergaming interactive video cardiovascular fitness exercising personal training and Pilates, along with KidShape 2.0 nutrition classes and programs. The cost of attending a Champion's center will vary depending on the classes and fitness programs the kids use.

"Today youth health is more important than ever. Since many schools have cut physical education and obesity rates have skyrocketed, we have to offer families ways to help kids get healthy," Bosley said.

In the US, obesity in children between the ages of 6 and 11 has nearly tripled in just the past 30 years, jumping to a high of 20 percent in 2008. The obesity rate for kids ages 12 to 19 years rose to 18 percent during the period of time.

Losing weight is half the battle with kids who are obese.

Studies show that pre-school age children who are obese will likely suffer the same fate as adults. In addition,

about half of obese school-age children will be obese adults. Children born to overweight or obese parents are more likely to have weight problems than kids whose parents are normal weight.

“Champions intends to be a significant factor in reversing the growing obesity epidemic that has been the focus of several national initiatives like Michelle Obama’s anti-childhood obesity campaign "Let’s Move," Bosley said.

### **About Champions Youth Fitness**

For the last 20 years, **Champions Youth Fitness** has operated as a successful **Youth Strength Equipment Sales Program** in YMCA’s, Gyms and Schools across the USA. Now, with the new CYF License and Non-Licensed Programs, existing Health Clubs can add a Youth Fitness area and Entrepreneurs can open their own **Youth Fitness Center**, providing a **Fun and Contagious** place for Youth to go play and workout. CYF is incorporating proven programs like **Exergaming (Interactive Video Game Fitness)**, **Youth Personal Training, Youth Pilates, Nutrition and Diet Training classes that are Fun!** Complete programming with this target age group, business start-up assistance, financing, consulting and even local Internet marketing will be included in this **Turnkey System**.

To learn more about the new Champions Kids Fitness System, visit us online [www.ChampionsKids.com](http://www.ChampionsKids.com) and be sure to watch our concept video. You can also visit our main website [www.championsyouthfitness.com](http://www.championsyouthfitness.com) or call 561-702-5505.

### **About International Sports Sciences Association**

The International Sports Sciences Association (ISSA) is a distance education institution and certifying agency committed to our students’ fitness education and professional goals. Our highly acclaimed online Personal Trainer Certification program has been designed so that our students can turn their passion for fitness into a paycheck. ISSA provides the highest quality programs available, advancing our industry as a whole, and developing greater access to career opportunities for those who share our vision of Creating a Stronger, Healthier World. Visit [www.issaonline.edu](http://www.issaonline.edu).