

PRESS RELEASE

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DEWEY DOES DASH COMBINES VIDEO GAMES AND PHYS ED TO KEEP KIDS FIT

New York City Department of Education District 88 ALC & Dewey Does Foundation Partner to Fight Youth Obesity

CONTACTS: Rand Brenner 646-395-9572 at Dewey Does Foundation for more information

Dr. John DiFiore, Director of Physical Education, Health & Wellness, District 88, Alternate Learning Centers, Office of School and Youth Development in NYC Department Of Ed. and Valerie Jenkins, Executive Director of the Dewey Does Foundation based in Staten Island, NY have teamed up to create fun ways for kids to stay physically fit in school, by bringing to the NYC schools an exciting, interactive fitness competition called the **Dewey Does 110% Fitness Dash**.

Dewey Does 110% Fitness Dash is a competition to promote physical fitness and education based on the vision of Thomas Kinslow and his character Dewey Does to create interactive fitness applications for the entire family and schools which promote a healthy and happy lifestyle. "Fictional characters are a big part of our children's development and it is understood that children tend to follow characters that remind them of themselves."

The goal of this competition is to provide educators with engaging methods of bringing fitness activities into the physical education classroom, in a medium that kids can relate to and enjoy. The Dewey Does 110% Fitness competition will begin February 1, 2012 in the NYC Dept. Of Ed. District 88 schools in Manhattan, Queens, Staten Island, Brooklyn and the Bronx. Students will engage in an exciting fitness experience that utilizes the interactive fitness application for the XaviXPORT system designed to test speed, endurance and reflexes.

The school competition will be conducted at each school during their physical education period. There will be individual best event score winners as well as overall combined scores for each of the three activity winners. The competition puts student against student, school against school and borough against borough to promote physical fitness throughout NYC. All scores throughout the competition will be posted on a weekly basis on the Dewey Does Foundation website. Winners will be announced on May 30, 2012. Best individual scores and best combined scores from each school and each grade will receive Dewey Does 110% Fitness theme tee shirts. The overall best school score will receive a new XaviXPORT and game units of their choice as well as all participants will receive certificates of achievement.

The Dewey Does Foundation is working on plans to spread this competition into other cities and states to promote city against city and state against state. "There are many school systems throughout the U.S. that don't have the proper physical education programs for our children. This program has worked well here in New York and I believe it will do well in other school systems" says, Dr. John DiFiore.

For information about participating in the Dewey Does 110% Fitness Dash Competition, contact contact@deweydoes.org. For sponsorship information, contact rbrenner@deweydoes.com

About the Dewey Does Foundation: a 501(c)3 organization whose purpose is to enrich and give hope in the lives of kids age 6-12 to promote activity and fitness to fight childhood obesity. The delivery of our message comes through sports, fitness, nutrition, sports safety, education and literacy.

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