



MEDIA RELEASE

THE CITY OF WESTON

DATE: September 23, 2010
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Launch of *Get FIT Weston*

PRESS CONFERENCE: 9AM on TUESDAY, SEPTEMBER 28, 2010
Country Isles Elementary School, Sports Pavilion

Photo Op

The Rotary Club of Weston, the City of Weston, and the YMCA of Broward County will hold a press conference at Country Isles Elementary School at 9:00AM, Tuesday, September 28, 2010 to officially launch *Get FIT Weston*.

***Get FIT Weston* will be the largest coordinated fitness initiative in Broward County history.**

Get FIT is a partnership between the Rotary Club of Weston, Cleveland Clinic Florida, the City of Weston, the YMCA of Broward County, Billy Beck III Personal Performance & Training Center, and the Midtown Athletic Club, to help make Weston the Fittest City in Florida, and raise funds for the development and implementation of after school physical activity programs at elementary schools in Weston where PE is being eliminated or cut back due to budget cutbacks.

On September 28th at Country Isles Elementary School, the Rotary Club of Weston will unveil *Get FIT Weston* in front of the media, school officials, city and state dignitaries, and 45 fourth grade students who will then participate in a physical fitness exercise run by YMCA staff, showcasing part of what the Get FIT initiative will provide local schools.

Former NFL player Terry Kirby will be on hand to endorse *Get Fit Weston*. Passionate about education and fitness, Get Fit is the perfect fit for Terry. After a 10-year NFL career, Terry founded a Charter Middle School and is co-founder of the Ultimate Sports Institute.



Weston Mayor Eric Hersh, who will be at the press conference said "This is a win-win program for everyone involved. In today's society, it is paramount to stress healthy lifestyle choices, especially with our youth. We just don't have enough time. People are rushed, and over scheduled. We can make small manageable changes in our lives that can have a significant impact on our overall health. *Get FIT Weston* provides a means for individuals and parents to available themselves and their family of that opportunity and for businesses to offer it to their employees."

***Get FIT Weston* is a 60-day initiative**, designed to embrace the entire community - young and old, out of shape, in shape or those wanting to get into better shape. Not just a physical fitness program, *Get FIT* emphasizes making healthy lifestyle choices – with a special emphasis on the "Big 4": tobacco use, healthy eating, weight loss and fitness.

Cost for *Get FIT Weston*: \$20

***Get FIT Weston* includes:**

- Unlimited Get Fit training classes (at any of the three athletic clubs)
- 10 free one-day passes to Midtown Athletic Club
- 3 free personal training sessions from Billy Beck III
- Free educational seminars offered by Cleveland Clinic Florida
- Access to free or reduced cost health screenings and test
- Healthy dining discounts
- A Get Fit T-Shirt
- Special contests, promotions and prizes throughout the 60 days.
- Free access to online fitness and wellness tips, videos and other materials to help make healthy lifestyle choices.
- FREE entry into the 13th Annual Run for Tomorrow 5K or Half-Marathon on December 12, 2010
- Get FIT Weston Festival following the Run for Tomorrow on December 12, 2010.

Date: Tuesday, September 28, 2010

Time: 9:00 AM

**Location: Country Isles Elementary School, at the Sports Pavilion
2300 Country Isles Road, Weston, FL 33326**

School children at the press conference have consent forms on file at the school allowing use of photography.

Visit the *Get FIT Weston* website at www.getfitweston.com

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