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For Immediate Release

MORRISTOWN MEMORIAL, PROJECT FIT AMERICA HELPS KIDS GET MOVING

MORRISTOWN, NJ OCTOBER 11, 2007 – Project Fit America, a physical fitness curriculum designed to motivate students to keep in shape is kicking off in three schools in Morris County this month, with the financial support of Morristown Memorial Hospital and the Morristown Memorial Community Health Committee.

Project Fit America is a national public charity that promotes fitness in children by providing outdoor and indoor fitness equipment and training to school teachers and physical fitness instructors along with curricula designed to keep students active during the school day. Since its inception in 1990, PFA has raised more than \$7 million and established programs in more than 560 schools in more than 250 cities and 40 states.

On Tuesday, October 16, 2007, the program will kickoff at the Mountain View School in Flanders, and on Wednesday, October 17, 2007, it will kickoff at the Flocktown-Kossman Elementary School in Long Valley. An earlier kickoff occurred at the Rockaway Valley School in Boonton Township on Thursday, October 4, 2007.

The Morristown Memorial Hospital Community Health Committee has funded the program in each of the local schools that have adopted Project Fit America. With the kickoffs this month, they include 17 schools in Morris Township, Boonton Township, Long Valley, Flanders, Budd Lake, Succasunna, Montville, Stanhope, Fairfield, Mount Arlington, Randolph, Bedminster and Basking Ridge.

“Providing schools and their students with both the equipment and training to keep kids active while allowing them to take ownership of their physical fitness is vital to battling childhood obesity and promoting health in our youngsters,” said Vicki Hughes, manager of the community health department at Morristown Memorial.

The equipment in the 45-by-60 square-foot fitness area is specifically designed to target areas in which children fail fitness tests, focusing on lower-body, abdominal, upper body and cardiovascular endurance. The outdoor equipment includes devices such as the horizontal ladder, sit-up station and parallel bars, while the indoor devices include weighted hoops and fitness cups, a PFA innovation, among others.

The curricula that accompanies the equipment is designed to increase amount of time children are active on a weekly basis, while teaching students responsibility for their overall health, teamwork, sportsmanship and how to build self-esteem as well as lessons nutrition and other health-related topics.

According to the U.S. Department of Health and Human Services, obesity has nearly tripled for adolescents in the past two decades, with 13 percent of children ages 6 to 11 and 14 percent of adolescents ages 12 to 19 deemed overweight in 1999.

(more)

T H E P A S S I O N T O L E A D

Project Fit America Kickoff Ceremonies

WHEN: Tuesday, October 16 from 1:00 to 2:00pm

WHERE: Mountain View School
118 Clover Hill Dr., Flanders, NJ

WHEN: Wednesday, October 17 from 10:00 to 11:00am

WHERE: Flocktown-Kossman Elementary
90 Flocktown Road, Long Valley, NJ

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ABOUT MORRISTOWN MEMORIAL HOSPITAL

Part of Atlantic Health (atlanticealth.org), Morristown Memorial is a non-profit 629-licensed-bed hospital in Morristown, NJ., with more than 1,200 physicians. Morristown Memorial's specialties include cardiology and cardiac surgery, adult and pediatric oncology, critical and emergency care and inpatient rehabilitation and neonatal intensive care services. Morristown Memorial is also a Level II Regional Trauma Center and a Level III Regional Perinatal Center. Home to the largest cardiac surgery center in the state, Morristown's other services include the Goryeb Children's Hospital, Carol G. Simon Cancer Center, and Atlantic Rehabilitation Institute. In 2008, Atlantic Health will complete the new Gagnon Heart Hospital, a 250,000 square-foot facility that will consolidate all cardiovascular services at Morristown Memorial Hospital. Morristown Memorial is designated as a Magnet Hospital for Excellence in Nursing Service, the highest level of recognition by American Nurses Credentialing Center available to facilities that provide acute care services.

The hospital is accredited by The Joint Commission. Atlantic Health is the primary academic and clinical affiliate in New Jersey of Mount Sinai School of Medicine and The Mount Sinai Hospital.