

**Quick Fit Products, LLC Teams Up with  
President's Council on Physical Fitness and Sports  
to Get America Moving**

*50th Anniversary Celebration Stresses Public-Private Partnerships*

Quick Fit Products, LLC has announced its designation as a '50th Anniversary Partner to Get America Moving!' by the President's Council on Physical Fitness and Sports. These partners will jointly promote physical activity, fitness and sports throughout 2006, the President's Council's 50th Anniversary year.

Established by President Dwight D. Eisenhower in 1956 as the President's Council on Youth Fitness, the Council was later expanded to include Americans of all ages and abilities. Today, the Council is a federal advisory committee that makes recommendations on physical activity, fitness and sports to the President through the Secretary of Health and Human Services. President George W. Bush established the Healthier US initiative in 2002 to stress disease prevention through healthy lifestyle choices, including daily physical activity, sound nutrition, preventive screenings, and safe behaviors.

"We are proud to work with the President's Council on Physical Fitness and Sports as a 50th Anniversary Partner to Get America Moving, and feel Quick Fit Product, LLC's mission, to get sedentary Americans moving, is perfectly aligned with the President's Council" said Anthony J. Scaglione/Chief Operating Officer. "We congratulate the Council for fifty years of challenging Americans to be active, healthy and fit."

Quick Fit Products, LLC is dedicated to help companies of all sizes educate their inactive employees about the overall health benefits of exercise. Through a daily 15-minute combination of aerobic activity, strengthening exercises and stretching that can be done at home or at work, our Quick Fit program is designed to get people moving – one small step at a time - toward a healthier life. Our first initiative will be an exercise DVD, adapted from Rick Bradley's [Quick Fit: The Complete 15-Minute No-Sweat Workout](#) book. Designed for busy, inactive people, this program can be done in less time than it takes for a typical coffee break. This product will be available March 8, 2006. If you know you should exercise but can't find the time or inspiration, this DVD is for you! For more information, go to [www.tryquickfit.com](http://www.tryquickfit.com).

"We're delighted to have Quick Fit Products, LLC as a 50th Anniversary Partner to Get America Moving," said Melissa Johnson, executive director of the President's Council on Physical Fitness and Sports. "We've established the 50th Anniversary partnerships to recognize the valuable contributions in health and fitness of our longstanding colleagues and friends and to establish relationships with new partners who are doing this vital work today. We're fortunate at this time in our history to have a President who 'walks the talk.' For those who say they have no time to be active, we answer that the man who is arguably the world's busiest person understands how important it is to make time for physical activity in his day. If there were a prescription medication that produced all the

health benefits of daily physical activity, everyone would take it. Physical activity is truly ‘the magic’ pill.”

The U.S. Department of Health and Human Services recommends that Americans of all ages and abilities incorporate physical activity into their daily lives to help prevent cardiovascular disease, Type 2 diabetes, and certain cancers; to attain and maintain a healthy weight; to promote healthy bones and joints; and to relieve symptoms of anxiety and depression. The year 2006 marks not only the 50th Anniversary of the President’s Council on Physical Fitness and Sports but also the tenth anniversary of the Surgeon General’s Report *Physical Activity and Health* (1996), which stated that regular moderate physical activity produces significant health benefits.

For information about the President's Council on Physical Fitness and Sports, go to [www.fitness.gov](http://www.fitness.gov). To start a physical activity and fitness program, log on to [www.presidentschallenge.org](http://www.presidentschallenge.org) and sign up to take the President's Challenge.

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