

PRESS RELEASE

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

New York City Department of Education, District 88 Alternate Learning Centers & Dewey Does Foundation Partner to Fight Childhood Obesity

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Dr. John DiFiore, Director of Physical Education, Health & Wellness, District 88, Alternate Learning Centers, Office of School and Youth Development in the NYC Department Of Education 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'. Kinslow's goal is to create interactive fitness applications for children while in school which can be used as part of their physical activity period. "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." says Mr. Kinslow.

The goal of this competition is to provide educators with engaging methods of bringing fitness activities into the classroom, in a medium that kids can relate to and enjoy. The Dewey Does 110% Fitness competition will begin February 1, 2012 in District 88 schools located throughout the five Boroughs of New York City. 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 activity period. There will be individual best competition score winners as well as overall combined scores for each school. The competition will allow students to compete against themselves for their personal best while also accumulating points for their schools. Students will be able to see how well they are doing in comparison to the other student competitors throughout the district. 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. All participants will receive certificates of achievement. Best scores from each school and grade will receive Dewey Does 110% Fitness theme tee shirts. The overall best school score will receive a brand new XaviXPORT system and three game units of their choice.

The Dewey Does Foundation is working on plans to spread this competition into other cities and states to promote city and statewide competitions. "This is a great opportunity for our kids and I want to thank the Dewey Does Foundation for their support and efforts in making this happen." says, Dr. DiFiore.

For more information about your school participating in the Dewey Does 110% Fitness Dash Competition, contact the Dewey Does Foundation at 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.