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For Immediate Release:

US KIDS TO WORKOUT FOR 10 CONTINUOUS HOURS

October 4, 2012 will mark the 4th anniversary of the Exercise United States (Exercise US) program. School children from all 50 states will sign up for 40 available 15-minute time slots, which will create a 10-hour exercise relay from coast to coast.

Schools all along the east coast of the United States will kick off the event at 8 am (EST), while it will end 10 hours later in schools from California, Hawaii and Alaska. The concept is very simple. Beginning at 8:00 am (EST), a school in New Jersey will exercise from 8:00 - 8:15 am. When their prearranged time slot is completed, a different school in New York will begin their prepared 15-minute exercise session from 8:15 - 8:30 am. Once an organized 15-minute time allotment ends, another location will pick up where the last school or organization left off. This pattern will continue for 10 hours until the last time slot is filled at 3:00 pm (PST.). Schools have been signing up for their 15 minute time slots since early May. It will equivalent to a 10 exercise relay race, where a school passes an imaginary baton to the next school after their 15 minutes are fulfilled.

The American Heart Association is now stating that 25 million children and adolescents (age 2-19) in the United States are overweight or obese - that's nearly 1 in 3 American children. As a snip from *US News & World Report* states, the Exercise US program.... "is a unique attempt to fight childhood obesity.

Len Saunders, a physical education teacher created the Exercise US event. Saunders is also the creator of Project ACES (www.projectaces.com), which has motivated millions of children to exercise over the last 20 years, and PACES Day (www.pacesday.com), where parents and children exercise for 52 weekends throughout the year.

Please visit the Exercise US web page (www.uskidsworkout.com) to get more details about the program.

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