

Fitness From The Start

**Chef Harry
Sam Hollander
Joe Signorile, PhD
Sam Grogg, PhD**



Introduction

This is the first delivery platform that uses Special Events and Kidz-Friendly Media to drive and reinforce an integrated Fitness, Nutrition, Science, and Mathematics program that meets the Sunshine State Curriculum Standards while promoting Florida Agriculture and Technology.



The Team



Chef Harry



Sam Hollander



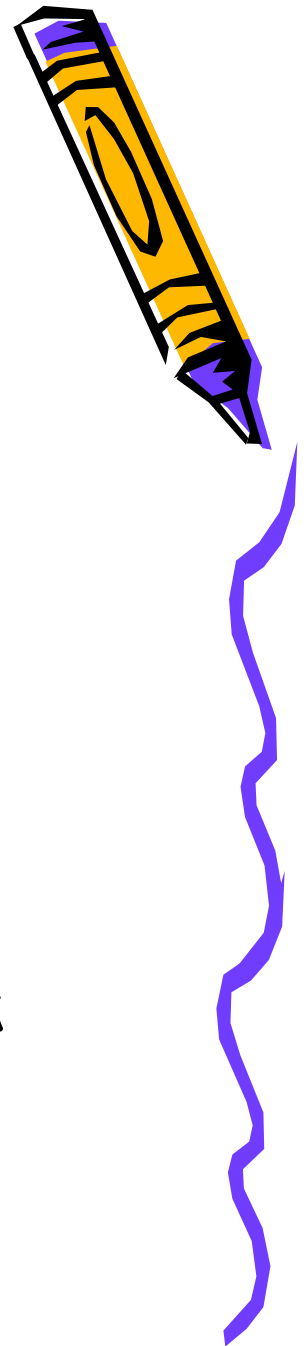
Dr. Sig



Dr. Sam Grog



Event Dynamics: Chef Harry



- The Bus and the Chef as a community happening and a media magnet
- The little boy who made poor choices
- We are what we absorb
- From Kids' lips to our ears!
- Replace "you should" with "I can"
- Culinary creations incorporating Florida Agriculture



EDUCATION: Dr. Sig



- Reconnecting our children's intellectual and physical selves
- Fun to be fit: Give 'em the old "razzle-dazzle"
- Watch Mr. Wizard
- Curriculum development for the University, the Fitness industry and Dade County's West Lab School
- If we build it they will come! Florida-based technology for Fitness.



Media and Communications: Dr. Sam Grog



- Multi-media mass-messaging
- Kidz speak: Making our website available for kids to share their games, activities and recipes for health and well-being using their *own* technology
- Innovative fitness and nutrition text-message language
- The Face-Book of Fitness and Nutrition
- The "rare occurrence" becomes "the norm"
- Media catalyst and mini-commercials



Summary

Now that you've heard our presentation, let's see the kids' reactions!

