

FOR IMMEDIATE RELEASE

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**COMMIT 2B FIT® RECEIVES RECOGNITION**  
**FOR BEST PRACTICES TO PREVENT CHILDHOOD OBESITY**

FORT LAUDERDALE, Oct. 23, 2009 — **Commit 2B Fit®**, a school-based program to promote overall childhood wellness, received Honorable Mention in statewide *Exemplary Practices in Childhood Obesity in Florida Award*, presented by the Florida Initiative for Children’s HealthCare Quality (FLICHQ). FLICHQ, evaluated programs around the state according to its “five I’s: Impact, Inclusion, Improvability, Implementation and Innovation.”

“It’s heartening that our program is regarded as a front-runner in the state’s efforts to reduce childhood obesity,” said **Commit 2B Fit** co-founder Michelle Schecht. “We were nominated for this award by a member of the school board, which by itself is a validation of the impact we’re having in schools throughout South Florida.”

Founded in 2005 by Schecht and Elly Zanin, **Commit 2B Fit** has directly impacted more than 160,000 kids to date, and currently is implemented in 175 schools throughout Miami-Dade, Broward and Palm Beach counties. The **Commit 2B Fit** initiative is a multi-layered school, home and community program. **Commit 2B Fit** is integrated into the school day without adding layers and includes: goal setting, nutrition and activity tracking and incentives for personal progress - all intended to create positive behavioral change that will generate a lifetime of improved wellness. The results of a four-year independent evaluation of the **Commit 2B Fit** program, published in a peer-reviewed article in the 2007 edition of the *Florida Alliance for Health, Physical Education, Recreation, Dance and Sport Journal*, found that “it is possible to create change in our students,” and determined that Commit 2B Fit “may very well be the ‘Solution’ program.”

**Commit 2B Fit** is a 501(c)(3) non-profit that raises funds to provide grade schools with the comprehensive Commit 2B Fit program to teach and promote better nutrition,

increased physical activity and goal setting. **Commit 2B Fit** provides a simple, yet effective, program that educates and motivates children and families to increase their physical activity and make healthier nutrition choices that may lead to a longer, healthier life.

Local partners supporting **Commit 2B Fit** include Publix, the Miami Dolphins and Vista Coventry Healthcare. For more information, visit [www.icommit2bfit.org](http://www.icommit2bfit.org) or call Michelle Schecht at (954) 296-7716.

<http://www.icommit2bfit.org/programs.php>

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