

## ABOUT THE COMPANIES



### SMART MOVES ENTERPRISES, INC.

**Smart Moves Enterprises, Inc.** is a nonprofit company based in Atlanta, Georgia that works in partnership with Georgia public schools (elementary, middle and high school) to provide free support services and educational workshops and presentations that promote health and fitness to students of all ages. We firmly believe that a healthy lifestyle begins with education and, as such, it is our goal to provide this important education to school-age children early in life. All educational workshops are conducted by fitness and health professionals and are held throughout the year at public schools to teach health strategies for balanced nutrition and offers students' alternatives for physical activity with a drug-free health and fitness lifestyle.

Smart Moves will also partner with public school administrators to develop strategies that enable healthy food choices in cafeterias and vending areas. The organization will also assist, participate, and enhance public school activities via fun runs and walks and other activities that promote fitness and healthy lifestyles during the school day and in after-school programs. Throughout the school year, **Smart Moves** professionals will provide presentations at student meetings, forums to promote fitness and healthy lifestyles, and functional movement screenings for individualized exercise programming.

The work of Smart Moves could not come at a better time given the recent passage of the Health Care Reform bill which will establish significant controls to combat the rising costs of health care. Present policy only magnified the critical importance of preventative health strategies in America. Passage of the historic Health Care Reform legislation is a significant milestone; but this step alone will not result in lasting change. Important initiatives, such as First Lady Obama's campaign to solve the problem of Childhood Obesity in one generation, called, "Let's Move", parents, schools, community initiatives and organizations, like Smart Moves Enterprises, must work together in order to win the fight against childhood obesity! The preventative health education and fitness resources provided via the Let's Move campaign, community efforts and by Smart Moves is an essential element in the fight against childhood obesity because the myriad of health problems created by unhealthy lifestyles can be basically eradicated by these proactive movements.

Smart Moves aims to introduce healthy lifestyles to children, youth and teens in public schools before the damage of unhealthy lifestyles show up in the form of health issues (obesity, high blood pressure, stroke, diabetes, cancer, etc.). By providing this important education at an early age, youth and teens, are empowered to embrace healthy lifestyles as a way of life before they move into adulthood. However, the teams at Smart Moves fully understand that for adults, this important preventative step will have come too late in life.

For this reason, **FitSciences, Inc.** is an important partner of Smart Moves because the organization is fully equipped with seasoned health and fitness professionals who work with adult clients to introduce the behaviors and provide the required support that enable them to lead healthier lifestyles. The FitSciences team fully believes that adults can adopt healthier lifestyles and provides clients with testimonies from FitSciences **“The Great Transformation®”** winners. These incredible men and women have overcome the odds by winning their battle against obesity and are successfully living a healthier lifestyle. Collectively, their stories are a source of motivation and inspiration to countless others who are just starting their journey.

FitSciences is a healthy lifestyle management company, based in Atlanta, Georgia. FitSciences professionals work with each client to provide specific education and resources to enable them to get the results they want and lead healthier lifestyles – “A Lifestyle for a Lifetime”. Their customized approach, called FS PerFXion® is customized for each client to enable them to comfortably embrace a healthy lifestyle as an ongoing part of their life. The company firmly believes that with health education and support, they can help people to come to the realization that “living a healthy lifestyle will not require one to give up living a “real life”. This realization is an important step in their transition, because, in the end, a successful healthy lifestyle transition can only be achieved when the lifestyle becomes a natural, daily part of one’s life.

Smart Moves partners with FitSciences, as necessary, to help ensure successful healthy lifestyle transitions for children, youth and teens by ensuring that parents are provided the resources and education they need to successfully join their children in the fight against obesity.



## OUR VISION & MISSION

**VISION:** Lifestyle Management for a New Generation

**MISSION:** We will provide health and fitness education, nutritional tools and personal support so that children, youth, and teens in public schools are motivated to make healthy choices and are inspired to live, build and sustain healthy lifestyles.

## OUR GOALS

The goals of Smart Moves Enterprises are as follows:

- ❖ Partner with Public School administrators and staff to address physical activity and nutrition by establishing a coordinated school health program
- ❖ Strengthen or assist in the development of the school's nutrition and physical activity policies and programs; including after school programs
  - Make recommendations to enable quality school meal programs
  - Work to ensure students are offered appealing, healthy choices in foods and beverages offered in cafeteria and outside the school meals programs (including vending areas)
- ❖ Work with designated staff to develop or revise as high quality course of study in health education and physical education
- ❖ Recommend outlets and opportunities during the school day to increase student's ability to engage in physical activity



## **SIGNATURE EVENTS**

- **HEALTH EXPO & FITNESS CHAMPIONSHIPS**
- **GOLF WITH A LEADER**

### **Health Expo and Fitness Championship - An Annual Event**

Annually, Smart Moves and FitSciences showcase the benefits of living a healthy lifestyle with an annual **Health Expo and Fitness Championship**. This two day health expo and competition is a drug-free and all natural competition, featuring a sports combine where high school students (children, youth, teens), college students and adults exhibit their agility and strength proficiency in the 40 meter dash, standing broad jump, push up, sit up, and pro agility drill stations. The competition also features transition, transformation and both national and international competitors promoting fitness and pro wheelchair bodybuilding events.

The event includes a number of fitness divisions (i.e., Jr. Division for middle and high school students, College, Novice and Professional); so anyone meeting eligibility guidelines can get in on the fun, regardless of age! Local and national sponsors, fitness and healthy lifestyle vendors partner with us to make this annual event a great success! The event includes a Health Expo featuring health, fitness and lifestyle transformation workshops, health screenings and food samples from vendors, music, special events and much, much more!! Attendees at the event are local, national and international and include both fitness enthusiasts as well as those looking to learn more about living a healthy lifestyle.

There are also opportunities for moms and dads to celebrate their success via the **Fit Moms and Fit Dads** competition. The **Healthy Corporate Leader** and **Outstanding Personal Trainer** competitions provide an opportunity for business and fitness organizations to demonstrate their ongoing leadership and support in the fight against obesity in Georgia. The organization and a trainer that demonstrates the most consistent leadership in supporting the transition to healthier lifestyles will be granted the award.

Our exclusive lifestyle transition competition, "**The Great Transformation**"© which builds upon the famed "Biggest Loser ©" show, offers an opportunity for all ages to compete for the coveted **FxP © Award**. The **Great Transformation**© competition includes youth, teen and adult categories. The award is presented to a competitor from each

category, who has demonstrated the best overall lifestyle transition over a period of two years.

We are very proud of our Competition winners and produce a full color calendar that provides the perfect forum to showcase the accomplishments of these wonderful competitors. Their achievement marks many months of hard work and these amazing men, women and children project the advantages of living a healthy lifestyle.....a Lifestyle for a Lifetime!

### **GOLF WITH A LEADER**

The much anticipated, fun signature, fundraising event, **Golf with a Leader**, is an annual event and include corporate and community leaders as well as individuals who come out for a fun day of golf to support the organization's efforts in the battle against childhood obesity.

**NOTE:** While both events, are sponsored to raise additional funds for the organization, the funds projected to be raised by these events will not fully cover the operating, staff and other expenses required for the successful ongoing operations of the Smart Moves Enterprises.

### **EXPECTED OUTCOMES**

Over time, we believe that these important health and fitness initiatives will lead to a reduction in childhood obesity, reduction in health care costs, and a healthier way of life for Georgians.