

## **MECKids Virtual Fitness Challenge to jump start March 9<sup>th</sup>**

February 25, 2009, Alexandria, VA – Helping to stamp out childhood obesity one school at a time, the MECKids Spring Health and Fitness Virtual Challenge kicks off Monday, March 9, 2009 at TC Williams High School.

This is one challenge that directly impacts today's teenagers where they need it most—their health and fitness. Designed to improve their health, flexibility and strength, the MECKids challenge goes beyond diet and exercise, building healthier, stronger, better bodies. Unlike many other programs, the challenge tracks their progress using computers and the power of the Web. Kids and parents can access an extensive database of foods, complete with valuable nutritional data. Drop down menus allow participants to enter the foods they eat and the program will update their health journal with calorie data. Also included in the database are hundreds of activities. Kids need only enter the activity and the program will calculate the number of calories burned. The program even tracks the number of pedometer steps a child takes and moves them across a virtual map. Kids simply walk the minimum average steps each day to complete their route in 90 days or less. Those who need a little inspiration can use the bulletin board to contact a fitness professional available 24 hours a day.

The MECKids challenge was designed to steer kids in the right direction. According to the Centers for Disease Control, obesity among children aged 6 to 11 more than doubled in the past 20 years. The rate among adolescents aged 12 to 19 more than tripled. An estimated 61% of obese young people have at least one additional risk factor for heart disease, such as high cholesterol or high blood pressure. What's equally alarming is that obese children are at greater risk for bone and joint problems, sleep apnea, and social and psychological problems, such as stigmatization and poor self-esteem.

MECKids ([www.meckids.com](http://www.meckids.com)) is a new wellness program dedicated to helping children between the ages of 11-16 who experience problems with weight. MECKids' long-term goal is to establish health and fitness programs for middle and high school students in other parts of the country. With the increased availability and speed of the Web, and higher percentages of school-aged students with web access, these programs could be implemented successfully regardless of geographic location.

The MECKids Spring Health and Fitness Virtual Challenge Festivities begin at 8:30 a.m. at TC Williams High School. Other schools in and around the City of Alexandria, DC and Maryland are also invited to join the competition.

MECKids ([www.meckids.com](http://www.meckids.com)) is a member of the Aerobodies™ brand of companies. Founded in 1992 in Alexandria, Virginia, Aerobodies has become known for developing unique and innovative wellness programs that can be used in home or office. Through its exclusive, personalized programs, such as My Equilibrium Coach®, Fitness By Phone® Coaching or The 90 Day Challenge®, Aerobodies strives to improve the health of its clients. Aerobodies professional team of lifestyle coaches, personal trainers and nutrition consultants provides companies with a turnkey wellness program. For more information about Aerobodies Fitness, email [contact@aerobodies.com](mailto:contact@aerobodies.com).

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