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Request for Coverage

EMBLEMHEALTH KIDS' FITNESS DAY AT EMBLEMHEALTH BRONX OPEN EMPHASIZES EXERCISE TO COMBAT CHILDHOOD OBESITY

Thousands of Kids to Take the President's Challenge Physical Fitness Test With 5 Events and Prizes for All

The EmblemHealth Bronx Open will hold its annual Kids' Day festivities starting at 11 am with a Disney Kids Around the World Day Parade, banner competition, fitness challenge, and a special original Musical My Plate Food Guide performance by the Helen Butleroff Company.

With one in five kindergarten children considered obese and nearly half of all New York City elementary schoolchildren at an unhealthy weight, there has never been a better time to challenge and encourage New York City's kids to be active physically. More than 2,000 boys and girls will take The President's Challenge Physical Fitness Test at the EmblemHealth Kids' Fitness Day at Crotona Park, The Bronx, on Thursday, August 11 from 12 noon to 3 pm. The five events include the sprint, standing broad jump, V-sit or sit & reach, sit-ups, and shuttle run with ball pick-up. The New York Junior Tennis League will also provide free tennis lessons.

Children will be treated to a special musical dance performance by Helen Butleroff, a former Rockette and certified Dietician/Nutritionist, with a supporting cast of Broadway singers and dancers teaching the children the benefits of healthy eating. Special performances will be held at 12 noon and 1:30 pm in Crotona Park.

The children can also get inspiration from the pros as they watch the EmblemHealth Bronx Open, a women's pre-US Open tennis tournament featuring world-ranked professionals competing for \$50,000 from August 7-14. General admission is free. Tickets for the finals on August 14 are \$10. For more tournament information and the daily schedule, visit www.nyjtl.org or call 1-347-417-8129.

Coverage Invited: Great Visuals and Interview Opportunities.

- **WHAT:** **EmblemHealth Kids' Fitness Day
at the EmblemHealth Bronx Open**

- **WHO:** **2,000 NYC Kids**

- **WHEN:** **Thursday, August 11
Parade 11 am – 12 noon
Kids Fitness Program 12 noon - 3 pm
Special Musical Educational Performances at 12 noon and 1:30 pm
with Dancing Dietitian and Broadway performers**

- **WHERE:** **Crotona Park
1701 Crotona Avenue,
Bronx, NY 10460**

About EmblemHealth

EmblemHealth, Inc., through its companies Group Health Incorporated (GHI) and HIP Health Plan of New York (HIP), provides quality health care coverage and administrative services to approximately 2.9 million people. Groups and individuals can choose from a variety of PPO, EPO and HMO programs, as well as prescription drug, dental and vision plans. Plans offer a choice of networks, including access to over 103,000 quality doctors and other health care professionals and most of the leading hospitals across the tristate region. For more information, visit www.emblemhealth.com.

About New York Junior Tennis League

New York Junior Tennis League (NYJTL) offers comprehensive after-school community tennis and education programs year round in New York's five boroughs serving youth from ages 6-18. To accomplish its goals, NYJTL mobilizes the support of the community, the public sector, corporate citizens, foundations, and individuals committed to achieving net gains for kids. NYJTL is the largest nonprofit tennis and education-themed community organization in the United States benefiting 100,000 children each year.

NYJTL is celebrating its 40th Anniversary in 2011. For more information, visit www.nyjtl.org or call 1-347-417-8129.

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