



FOR IMMEDIATE RELEASE

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My Gym Children's Fitness Centers of the Midlands Gives Back to the Midlands community in December

Local children's gym waives registration fee in lieu of donations to local nonprofits

Columbia, SC –December 1, 2010 – During the month of December, My Gym Children's Fitness Centers of Lexington and Northeast Columbia will run its "Giving Back" enrollment promotion for families interested in joining the fitness centers. My Gym will waive its joining fee in lieu of donations of non-perishable food items, diapers and/or a \$25 contribution to local nonprofits Harvest Hope Food Bank and Families Helping Families.

It is clear from reviewing recent statistics that childhood obesity has increased during the last 30 years. According to the latest childhood obesity statistics from the National Health and Nutrition Examination Survey, "an estimated 16 percent of children and adolescents ages 6-19 years are overweight" – and even more are at risk of becoming overweight.

To encourage families to jump start the New Year's health resolutions, My Gym, part of the nation's leading active play centers for kids, encourages families to promote healthy lifestyles for children to include daily exercise, nutrition and adequate sleep.

"Our mission is to empower children by helping them acquire the skills, confidence and positive self-image needed to become healthy young adults. We believe that starts with healthy lifestyles and a sense of community. We hope to present Harvest Hope Food Bank and the Families Helping Families project with \$500 in donations by the end of the month," said Godwin of the My Gym Center in Lexington & Northeast Columbia.

For more information on programs at My Gym Children's Fitness Centers and how to participate in their giving back month, please contact My Gym Lexington at 996-9296 or My Gym Northeast Columbia at 788-1230. You can also visit My Gym on the web at www.mygym.com.

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About MY GYM Enterprises

Established in 1983, My Gym Children's Fitness Center is the worldwide leader in children's fitness with over 200 locations worldwide, including international franchises in such locations as Hong Kong, France, New Zealand, Canada and Mexico. For over 25 years, My Gym has combined innovative, early physical education/pre-gymnastics classes with state-of-the-art facilities to empower children - ages 6 weeks to 11 years - by helping them acquire the skills, confidence and positive self-image needed to become healthy young adults. My Gym's award winning, structured, noncompetitive and age-appropriate classes enhance children's overall physical and mental development through games, music, exercise, sports, gymnastics, puppets, special rides and fun! My Gym is located on the Web at www.mygym.com.