



CONTACT:

Sandra Selby

Associate Programs Director

Crim Fitness Foundation

810-235-7131

FOR IMMEDIATE RELEASE

June 13, 2014

FITKIDS BEGINS THIS SUMMER AT WHALEY CHILDREN'S CENTER

Whaley Children's Center Partners with Crim and General Motors to Provide Youth Wellness Activities

(FLINT, Mich) – Whaley Children's Center is dedicated to transforming the lives of abused, neglected and at-risk children, many of whom are living below the poverty line and are at high risk for obesity. To ensure a high quality of life for the children served by Whaley Children's Center, the organization launched FitKids. This summer, the organization has partnered with the Crim Fitness Foundation and General Motors Flint Assembly to increase the number of activities offered through the program.

“The FitKids program was designed to help our children develop their self-esteem and confidence, while overcoming the challenging circumstances they come to Whaley with. We're grateful for the resources the Crim and General Motors will provide resources in helping teach our kids about healthy eating and the necessity of daily physical activity,” said Katrina L. Khouri, Whaley Children's Center director of development.

FitKids will run from June 30 to August 15 and the Crim will provide nutrition lessons, basketball coaching, and yoga/mindfulness lessons through a generous donation from General Motors Flint Assembly.

“GM is proud to expand its partnership with the Crim to help youth in the Flint area,” said Amy Farmer, Flint Assembly plant manager. “From our work together to promote bicycle and driver safety to spreading the word about nutrition and fitness, we hope to improve the lives of children and their families in the Flint area.”

Through the new wellness program, youth will gain a better understanding of nutrition, physical activity and mindfulness, said Sandra Selby, Crim Fitness Foundation associate programs director. Crim staff will give kids practical, real life strategies they can use to improve their physical health and nutrition while gaining insight to their emotions.

“We're really excited about this partnership because this program looks at the bigger picture of health. We're not talking about just one education piece. We're going to give youth the resources they need transform their health overall,” said Selby.

The Crim Fitness Foundation cultivates accessible, vibrant communities in Flint and Genesee County, encouraging people to lead healthy lifestyles with the integration of physical activity, healthy eating, and mindfulness into their daily lives. From the HealthPlus Crim Festival of Races with its legendary 10 Mile race,

to school and summer youth programs, to advocating for green spaces and safe walking and biking pathways, the Crim helps residents be active and healthy all year long.

##