



MEDIA RELEASE

CONTACT: Jennifer Miller, ASBA Associate Director
Jennifer@stringfellowgroup.net
443.640.1042 x 127

ASBA Joins PHIT America, a New National Campaign to *Help Overcome the Obesity & Sedentary Crisis*

Ellicott City, MD – January 21, 2013 – The American Sports Builder Association (ASBA) has become an Alliance Sponsor of PHIT America, a new national educational campaign to combat the obesity and sedentary crisis seriously affecting health care costs in the U.S. This non-profit, started by the sport & fitness industry, will promote grassroots programs and new legislation to influence Americans to be more active, fit and healthy through a consumer website: www.PHITAmerica.org.

“Just look around any community in the U.S. You can see the obesity issue is a serious issue in every city and state,” said Fred Stringfellow, CAE, Executive Director of ASBA. “And now, almost 1 in 4 Americans are totally sedentary. We need to get America more active, fit and healthier in order to help them prevent and reduce health care costs. Stringfellow is proud to promote PHIT America and to influence active, healthy lifestyles.”

PHIT America has been enlisting participation of companies and organizations from the sports and fitness industry for the past few months to achieve its objectives of education, advocacy, and fundraising for grassroots and PE programs. Today there are seven Founding Sponsors: SFIA, NSGA, Sears, The Active Network, the United States Tennis Association, The American College of Sports Medicine, Midtown Athletic Clubs and Didgebridge. Overall, there are more than 110 companies and organizations that have already committed to be PHIT America Alliance Sponsors for 2013.

About The American Sports Builders Association:

The American Sports Builders Association (ASBA) is a non-profit association helping designers, builders, owners, operators and users understand quality sports facility construction. The ASBA offers informative meetings and publications on tennis courts and running tracks. Available at no charge is a listing of all publications offered by the Association, as well as the ASBA's Membership Directory. Info: 866-501-ASBA (2722) or www.sportsbuilders.org

About PHIT America:

PHIT America is an educational and advocacy campaign creating a *Movement for a Fit and Healthy America*. PHIT America will communicate to millions of Americans starting in early 2013 through over 110 industry supporters called Alliance Sponsors. PHIT America was started by the SFIA (Sports and Fitness Industry Association). For more information about PHIT America, contact www.PHITAmerica.org.

#