



FOR IMMEDIATE RELEASE

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Kids Invited to Unplug and Play with FitOne and One Stone on Saturday, October 18

Sign-up online by Wednesday, October 15

BOISE – October 13, 2014 – [FitOne](#) has partnered with the teens from [One Stone](#) to bring a FREE event called [Outlet](#) for kids ages 12 and under, on Saturday, October 18 at the Whitney Community Center in Boise from 10:00 a.m. to 2:00 p.m. The event is open to the first 100 kids to sign-up, and includes a free lunch hosted by FitOne and a goody bag. [Sign-up online by Wednesday, October 15.](#)

Over the past six months, One Stone *Outlet* project leader Matt Wiggins, a junior at Timberline High School, worked other One Stone teens from around the Treasure Valley to create a project that addresses two issues in our community: a large amount of youth who own smart-phones (and use them too much), and the possible connection to the very high obesity rate among children.

Outlet is a free day of education and play for kids in the community. The planned activities will help to teach kids how they can “unplug” and stay healthy over the long, cold winter. Kids will get to spend the day with a team of high school students, who are very excited for the project. Working with high school students will give the kids someone to relate to, rather than just the standard “adult teacher.” It will also be much more fun and engaging for kids, and provide an opportunity to learn more about the new FitOne Kids Club.

The [FitOne Kids Club](#) is a year-long membership program for children age 12 and younger designed to inspire fun, fitness and healthy habits while motivating families to learn and teach healthy lifestyle behaviors. Together, families can be active, healthy and happy. The FitOne Kids Club is presented by St. Luke’s in partnership with the [High Five Children’s Health Collaborative](#), a childhood obesity prevention program powered by the Blue Cross of Idaho Foundation for Health.

Idaho’s kids need our help. “One in three Idaho children are overweight or obese,” said Blue Cross of Idaho Foundation Manager, Kendra Witt-Doyle. “It is time to actively support and get involved with positive programs like FitOne’s Kids Club that help families get active and introduce them to resources that promote health.”

Healthy homes produce healthy kids. By focusing on the family and creating healthier homes, the FitOne Kids Club can help improve the health of the people in our region and begin to reverse the trend of childhood obesity in Idaho.

To learn more about the FitOne Kids Club and the *Outlet* event, visit FitOneBoise.org.
To sign-up for the *Outlet* event, visit Eventbrite.com.

About FitOne:

FitOne builds healthier communities through fun, active living. Being fit is not a destination; it is a way of life, and through FitOne our vision is to inspire families to come to the starting line every September and encourage progressive steps in a healthy direction throughout the year. FitOne will continue to evolve as a year-round platform providing resources and opportunities to support active, healthy living 365 days a year; and the FitOne Kids Club is one step in this evolution.

About One Stone:

One Stone is a student-run, student-led nonprofit organization serving the Treasure Valley with the mission to make students better leaders and the better place. At One Stone we start projects based on statistics from the community. We noticed the technology use issue in the Valley, and set out to find a way to help create change and solve the problem. As a team, we came together and designed a program that will help to solve the issue, Outlet.

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