

# A DEADLY CRISIS FOR KIDS IN AMERICA: THE 1ST GENERATION EXPECTED TO DIE 5 YEARS YOUNGER THAN THEIR PARENTS!

*And nearly 80% of parents admit to 'not knowing' what to do about it! They need help... I can help them!*

**9 million children in America are overweight or obese and an astounding 80% are considered 'sedentary'.** The efforts of doctors, schools and the community at large are not enough to reverse this trend! Parents must be highly engaged to ensure the desired results are achieved. Unfortunately, most parents of inactive children don't know how or where to start!

**I'll discuss with your audience the proven and affordable protocols to help today's kids get fit!**

From working as a personal trainer and youth sports coach, to becoming a senior executive for high profile fitness brands such as Nautilus and New York Sports Clubs, I am passionate about helping children and adults get fit. And, at no time has that been more important than right now!

## Some Timely Story Ideas

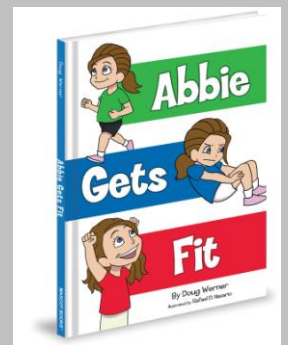
- **Fitness Industry Insider Reveals: Why you don't need to join a gym to get fit!** - 5 easy and affordable steps to get started at home.
- **9 year old girl fails fitness exam, becomes featured speaker:** Learn how Abbie Werner passed her next fitness exam with flying colors and became a featured speaker at The President's Council on Fitness!
- **The 3 biggest myths about exercise!** - How to ignore them and get fit in 5 easy steps.
- **Why parents should not depend on doctors or schools to keep their kids fit:** The 5 easy steps to get started at home.
- **The Power of Parenting:** How to get fit with your kids in 5 easy steps.
- **Even MORE Power of Parenting:** 10 tips to get your child off the couch this summer!
- **Don't Sit, Get Fit:** How even a daily walk can provide massive fitness benefits for anyone!
- **'Sports Kid' or 'Fit Kid'?** Why participation in an organized sport may not be enough exercise for your child and what you can do about it.



**Family fitness expert Doug Werner...  
and his daughter, Abbie.**

### As featured by:

WABC-TV  
Sirius Doctor Radio  
Spry Living Magazine  
Today's Parent Magazine  
Mom's Team Online  
Creations Magazine  
ACE Fitness Magazine  
Leisure Management  
Magazine



Doug Werner, author of the critically acclaimed children's book **Abbie Gets Fit**, and co-author of the **Be Fit, Be Cool** guide, is a 35 year veteran of the health and fitness industry, a winner of that industry's Distinguished Service Award and an expert on physical fitness and sports for kids and adults. Abbie's story is the true and endearing account of one 9 year old girl's journey to get fit with Doug...her dad.