



For Immediate Release
July 28, 2008

Fourth-annual Danialle Karmanos' Work It Out Get-fit Day Continues to Lead Fight Against Childhood Obesity

*July 30 Get Fit Day, Holistic Program Address Parents'
Number One Health Concern for Kids¹*

DETROIT—July 28, 2008—Danialle Karmanos' Work It Out (DKWIO), a dynamic not-for-profit program dedicated to the physical, mental and spiritual wellness of children, today announced that it will host its fourth-annual Get Fit Day in Detroit's Campus Martius Park on July 30. Through holistic programming, Get Fit Day and DKWIO provide at-risk kids with the tools they need to make healthy choices.

"Childhood obesity is the most important public health issue today," said Danialle Karmanos, Founder and Executive Director of DKWIO. "DKWIO strives to eliminate the staggering personal, economic and social costs of obesity by delivering inspiring and educational activities that help kids learn to make the choices they need to live well."

Nearly 20 percent of American children between the ages of six and 19 years old are clinically obese. Among certain minority populations, childhood obesity is even more pronounced. These statistics are no surprise to parents, who recently ranked childhood obesity as their number one concern in a national poll conducted by the University of Michigan C.S. Mott Children's Hospital¹.

On Wednesday, July 30, from 11:00 a.m. to 3:00 p.m., DKWIO will continue its national campaign for healthy living by transforming Detroit's Campus Martius Park into a lively, educational and engaging wellness festival for kids and families. Through exercise stations, educational sessions and more, Get Fit Day will provide children with experiential and learning opportunities that will help them make healthy choices.

Informational stations include health screenings, dental hygiene, Yoga, nutrition and others. Get Fit Day will also feature relay races, bungee runs and much more. Corporate partners include Detroit Medical Center, Compuware, Little Diablo and more.

"We hope to fill Campus Martius Park to capacity with kids and families interested in creating healthier lives," continued Karmanos. "I encourage kids and families across the region to join us and learn first-hand about health and wellness in this fun, relaxed environment."

About Danialle Karmanos' Work It Out

Founded in 2005, Danialle Karmanos' Work It Out (DKWIO) provides children—particularly at-risk children—and their families the tools, information and resources they need to make healthy choices.

¹ C.S. Mott Children's Hospital National Poll on Children's Health, Director: Matthew M. Davis, MD, MAPP; Associate Director: Sarah J. Clark, MPH

Through its uniquely structured approach and collaborative philosophy, DKWIO exponentially increases the power of kids and families to foster and maintain health in mind, in body and in spirit.

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