

D West Fit 4 Life™

HEALTHY KIDS & HEALTHY SCHOOLS

**LOW BUDGET
NO BUDGET**

**We Can
Assist You!**

CELEBRITY WELLNESS FUNDRAISER

Helping Schools And Organizations

Raise Money

For Youth Enrichment Programs
Health, Fitness And Wellness Programs
Educational Programs

Increase Your Curriculum & Programing Budgets Today!



Dear Principals, Curriculum Directors, Teachers, PTO Presidents and Parents/Guardians:

The D. West Fit 4 Life Celebrity Fundraiser is an innovative wellness fundraising program designed to help schools and organizations raise money for their youth enrichment and educational programs.

Students use our pictured illustrated health and fitness book “Crunching To Success” to raise money for their schools as opposed to the mundane cookie, cake, and candy fundraising sales that’s seemingly compounding the unprecedented overweight issues plaguing the American population. Our entire staff were aghast after reading the Surgeon General’s health in fitness report in 2004. The United States Surgeon General’s Office reported: 64 % of Americans are either overweight and/or obese. Frightening statistics! However, the fact of the matter, is that the majority of adults and children in America are out of shape and overweight. It’s imperative for us to help Americans make lifestyle adjustments to reverse the cycle of our stagnating health problem before it cripples our children, adult population and country as a whole.

Good News! The Fit 4 Life program provides conducive remedies to ward off Americans poor eating habits and high caloric fatty diet intake. Diets that continue to pack on excessive weight gain in the majority of children/adults. Fit 4 Life uses informative information and our celebrity influential power to steer children and communities toward healthier lifestyles. The sponsors are happy participants because they are contributing to a worthy cause, helping children improve the quality of their lives and instantly qualifying for a luxury vehicle lease or free vacation for two.

Fit 4 Life offers tangible incentives such as a four year scholarship program which afford students opportunities to attend college free. It provides homes and vehicles for students and their families. D. West knows what it feels like to be homeless as a child, to lack the basic living necessities. The D. West Fit 4 Life Celebrity Fundraising Program brings hope, motivation, words of wisdom, encouragement, guidance and leadership advice to schools. Fit 4 Life enables schools to invest dollars raised from the celebrity fundraising program into budgets that are effected by no child left behind laws. Our program facilitates immediate operating revenue for educational budgets that are absolutely paramount in elevating children’s academic growth and achievement. A large number of schools and students nationally are falling short of their goals because some schools do not have sufficient operating budgets to support their curriculum objectives during the year.

Fit 4 Life offers winning solutions. We have a viable program to help your students and school achieve academic goals that may not have been obtainable during the year without the revenue raised from the Fit 4 Life Fundraiser. Parents are asked to help their children locate sponsors to place orders for the Crunching To Success fitness book. Sponsors have the option to order Crunching To Success at three dollars above the production cost which is \$10.00, or at the suggested wholesale price \$15.00 or the retail value price \$20.00.

D. West is a nationally acclaimed TV star, author, fitness guru, former pro football player and renowned motivational speaker who has worked on national TV for seven years “*The Maury Show*”. He is an elite international role model in the community. Millions globally admire him, respect him, support him and look up to him. Expect the D. West Fit 4 Life Celebrity Fundraiser to be a huge success in your school this year!

D. West and/or one of our celebrity associates frequently visits participating schools to kick off the D. West Fit 4 Life Celebrity Fundraiser. Please feel free to call us regarding a complimentary celebrity guest appearance by D. West. We can be reached at (908) 522-0606 or (404) 427-7692. Have a marvelous day!

Sincerely,
Management Team

www.dwesttv.com

D WEST FIT 4 LIFE™

Healthy Kids & Healthy Schools



Complimentary Celebrity Guest Appearance At Participating Schools

The Fit 4 Life fundraising program is hassle free. The founder is Duane “D” West, the nationally acclaimed TV star on *The Maury Show*. Fit 4 Life affords schools and school districts an opportunity to raise funding for its educational curriculum and academic programs during the school year. Our fundraising event has the ability to increase a school’s curriculum budget to a moderate level of \$10,000 to \$60,000 dollars in twenty days.

Our live *Crunch & Jam™* fitness program hosted by D. West is sensational. Children, teachers and parents get an opportunity to crunch, jam and dance to fitness with an international TV star. The *Crunch & Jam™* program opens with a five minute warm up, followed by fifteen minutes of stretching and a ten minute abdominal exercise workout to shape, flatten, tone & tighten the stomach. *Crunch & Jam™* swings into high gear after the abdominal workout. D. West leads a high energy, low impact funk aerobics workout from his beginners aerobic video Rest Aerobics. Rest Aerobics is designed specifically for beginners and individuals who are 20 to 100 + pounds overweight. It is the perfect pace for people who haven’t exercised in months or for several years.

We do understand, there are new laws which prohibit teachers from counting proceeds raised from fundraising events. Thus, Pro Athletes, Inc. is prepared to provide an executive events specialist to tabulate and collect all proceeds from the Fit 4 Life fundraisers at schools nationally, as agreed upon by the school principals and Pro Athletes, Inc. In addition, there will be an alternate date set up to collect order forms and payments that students fail to turn in to the school on time. An executive events specialist from Pro Athletes, Inc. generally returns to schools two weeks later to collect all order forms and payments that were not turned in by the deadline date.

Schools have the option to defer their net profit earnings from the Fit 4 Life Fundraiser, up to thirty to sixty days if they choose to. We implemented a defer payment program because a copious number of schools are not allowed to carry money left over from a previous fiscal school year.

To better service the needs of each participating school, we provide a 24 hour (on call) fundraising executive specialist to assist the principal and school’s special events coordinator with any questions and/or concerns they may have regarding the fundraiser. D. West and Super Bowl Champion, Dan Wilcox (current NFL professional football player with the Baltimore Ravens #44) are currently available to make a complimentary guest appearance (assembly program or classroom visits) at your school to kick off the D. West Fit 4 Life Fundraising Program.

We look forward to helping you maximize your school’s or organizations programing budget.

Sincerely,

Management Team

Win The Gold With D West - TV Star, Author & Former AFL Pro Football Player



The D. West Fit 4 Life Celebrity Wellness Fundraiser

An Innovative Wellness Fundraising Program
Designed To Help Schools And Organizations
Raise Money For Their Youth Enrichment
And Educational Programs

All students receive a certificate of participation and an autograph picture from a Super Bowl Champion

Sponsors Qualify Instantly For A

Free Luxury Vehicle Lease!

or

Free Vacation For Two

Student Super Drawing Scholarships

- Raise \$100 + and you could win a \$5,000 dollar savings bond!
- Raise \$200 + and you could win a \$10,000 dollar savings bond!
- Raise \$400 + and you could win a \$20,000 dollar savings bond!
- One national winner in each category.

Pro Athletes, Inc. will notify the national winner. Some restrictions may apply, please ask your teacher for additional details. Void where prohibited. This program is sponsored by Pro Athletes, Inc.

How To Participate With Your Child

1. Parent and/or Guardian please participate with your child.
2. Register your child on time. Sign the permissions form and return it to your child's teacher/school.
3. Help your child locate sponsors for the Fit 4 Life Fundraiser.
4. Ask your co-workers, members at your church or religious congregations, friends, neighbors, family members and businesses particularly those businesses you patronize.
5. Please collect all sponsorships and donations before the due date.
6. Do not allow your child to solicit this program on the street or to strangers.
7. Do not allow your child to collect the money.
8. Do not allow your child to go door to door collecting money and/or soliciting.
9. Parent and/or Guardian, please turn in your contributions to the school by the scheduled due date listed on this registration form.

Soliciting On The Street Is Absolutely Prohibited

Fit 4 Life Awards

- The student who raises the most money in his or her class wins a gift certificate to either Macy's, Barnes & Noble, Sports Authority, Best Buys, Circuit City, Apple Computer Stores, Comp USA, Footlocker or new bike.
- The student who raises the most money in the school wins a vacation for four, or color TV, or an iPod.
- The student who raises the most money in the school district wins a laptop computer or \$2,500 savings bond.
- The class that raises the most money in the school district is awarded a pizza party hosted by D. West or one of his celebrity associates.

50 % OF ALL MONEY RAISED IS INVESTED IN

- Public Education 50 %
- College Scholarships
- Youth Leadership Programs
- Youth Health And Fitness Programs
- Youth Community Enrichment Programs

CRUNCH & JAM™

**CHILDREN, PARENTS AND TEACHERS CRUNCH TO SUCCESS
&
DANCE TO GET FIT**

**THE FIRST 100 SCHOOLS TO REGISTER WILL GET
AN OPPORTUNITY TO CRUNCH, JAM AND DANCE
TO FITNESS WITH D. WEST
NATIONAL TV STAR**

MOVE, SWEAT, SHAPE & TONE

Burn Calories With Dee

Rest Aerobics - Fun, Funk, Rhythm & Soul

D. West leads a high energy, low impact funk aerobics workout. It's designed specifically for beginners and individuals who are 20 to 100 + pounds overweight. It is the perfect pace for people who haven't exercised in months or for several years. Dance and get physically fit!

**AWARENESS KNOWLEDGE INTERVENTION
HELP CHILDREN ESTABLISH HEALTHIER
LIFESTYLES**

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