**Opportunity**

 According to the CDC (Center for Disease Control and Prevention) childhood obesity has more than tripled in the past 30 years? The percentage of children aged 6–11 years in the United States who were obese increased from 7% in 1980 to nearly 20% in 2008. With the “supersize” generation of oversized drinks and food leading to a society that has lost control of their “caloric balance” thus tipping the scales in favor of obese tendencies. Also helping in these tendencies is the fact that children are becoming less active than ever before in history. Then what are they doing? A nationwide survey conducted by Kaiser Family Foundation asks the question is media taking over your child’s life? According to the survey, in just five years, media use has increased to nearly 7 ½ hours a day in children between 8 and 18. It stressed the fact that children now spend more time with media than they do with family, in school, or sleeping. We see this as another crossroad into a less active generation.

This data lead us to look closely at the phenomena of obstacle races for adults that are happening all around the country. Rugged Maniac, Spartan Race, Hero Rush, Tough Mudder, Warrior Dash, Zombie Races to name a few. All these races are showing an incredible following from adults. For example, the Rugged Manic race has fifteen different races across the country; looking at one location Southwick MA it has shown a minimum 50% yearly increase in participation each year of its three year existence. The first year it had 2,500 participants, it grew to 5,000 the second year and the third year expanded to over 11,000 participants. Adults are working out preparing for these fun but adventurous races that challenge them on rugged terrain and multiple obstacles. We ask the question “Why not our youth? What if we come up with a movement that rides the tide of obstacle races, adapt it for kids, and get our youth off the couch, away from the video game, computer, or cell phone, and “GET MOVIN ™”.

**Explain Service**

We would like to introduce our new service called GET MOVIN ™ Rugged Runt Obstacle Races. We will be hosting mini obstacle races for children 5-14 with the hopes of creating a movement to help children learn life-long health and fitness habits and empower and inspire kids to become and stay fit. We understand that physical activity is essential in helping children control weight, build lean muscle, reduce fat, and develop strong bones and joints. We also know that healthy eating habits are another component that we want to be part of. We will visit schools in the neighboring towns and cities where the races will be held. There, we will deliver our educational component to inform and inspire the students to develop a love for fitness and the importance of healthy eating habits. We will also leave them with a fun and innovative training programming so they can continue to ignite their desire to live healthy and balanced lives. We will tell them of the wonderful opportunity that they have to help their school acquire additional equipment and funds for their physical education program. We will also let them know about the unique prize program that we will be offering in conjunction with GeoPalz. Ultimately we want them to realize that exercise and good health through good eating habits completes the mind, body, and soul and creates a knowledge base that they can use for their entire life.

**Marketing Pitch**

Are you aware that childhood obesity has more than tripled in the past 30 years? Americans are defined by surrounding countries for having excess body weight, based on our eating habits. How do we stop the chit chat and lose the gut fat? Simply by getting our future involved. Starting with children 14 years and younger, we can make a change by introducing our GET MOVIN ™ Rugged Runt Obstacle Races to kids across the country. Our goals include educating youth on fitness and healthy eating habits, introducing a fun training program and offering a way for students to help their school get much need physical education equipment that schools desperately need. GET MOVIN ™ will pull the trigger of blooming generations that aren’t only active, but cemented to a healthy lifestyle. Become part of the movement to help children learn life-long health and fitness habits NOW!

**Defend Your Innovation**

We are following, the first lady, Michelle Obama’s call for more obesity awareness and prevention. "This is a passion. This is my mission. I am determined to work with folks across this country to change the way a generation of kids thinks about food and nutrition." Her public awareness campaign, Let's Move, has set a goal of solving the problem of childhood obesity within a generation. Since the Surgeon General declared childhood obesity a national epidemic, much attention has been focused on the health risks associated with inactive lifestyles and poor nutrition. GET MOVIN ™ will focus on these risks and make an effort to address them especially in the urban areas where for African-American and Hispanic children the risks are even higher.

Experts agree that strategies to promote healthy behaviors in our youth must focus on reducing sedentary activities, have opportunities for physical activity, and provide nutrition education. We feel physical activity promotes a sense of well-being and confidence. One study found that children ages 9 and 10 who participate in sports tend to have a higher sense of self-worth and physical competence than their peers who do not participate in sports. According to the U.S. Department of Justice, supervised physical activity may also help steer youth away from crime and delinquency. It is obvious to us there is a definite need for kids to GET MOVIN ™. We showed a film on one of the obstacle races to a group of students and pitched our idea. We found that the kids were very interested in participating in a race like this. They were also excited by the educational and funding opportunities.

Through our research we did find one of the major sponsors Spartan Race that offered a kids race. Though there goal is to get kids active and they do donate proceeds to a foundation that supports kids , they offered no educational program, they charged more, none of the funds went to individual schools, and there was no unique prize program like ours. These are the things that make GET MOVIN ™ Rugged Runts Obstacle Race a unique offering appealing to the kids, parents, and communities that hold the races themselves. When we can help individual people improve their self-esteem, create a vision of hope and fitness, build community and help local struggling school districts, we will have reached our goal of building a healthier more fit generation of people.

**Customers:**

*Demographic: Population/Income*

We are targeting children ages 5-14 who need to stay active. Economical background does not matter, we want people to participate and get involved in physical activity.

*Geographic: Location*

GET MOVIN ™ will hold races all over the country but starting mainly in the New England area. Again our first goal is to work with the inner city schools in the targeted area.

*Psychographic:*

The type of kids who would be attracted to the “Mini Maniac’s” obstacle race will be the young people who enjoy physical activity or have a need to increase their physical activity, kids who like the outdoors and don’t mind getting dirty and parents who appreciate fitness and want their kids to appreciate it too. Also parents that want to help out their local school system

**Team Players:**

Kelsie Bouchard, Wilkins Miranda, Ana-Marie Medina, Tracy Trice, Faith Robinson, Jason Harvey, Erik Alers, Krystal James, Kenneth Baez



**Logo Design:**