

For Immediate Release



MOMS GET THE HELP THEY NEED TO FIGHT CHILDHOOD OBESITY
Busy Moms Speak Out About the Difficulties of Getting Their Kids Active

Mendota Heights, MN – More than one third of children and adolescents are overweight or obese. "Physical activity is associated with many health benefits but most children fail to meet national recommendations," according to Michele Gilson, MDA, RD and Lead Pediatric Nutritionist at Kaiser Permanente. "Juggling work, school and running the house leaves little time to find activities for my kids that fit my budget and schedule," says busy mom Nicole Armstrong. This frustrated mom is not alone. "We have received 1,000s of inquiries from moms who needed help finding the right programs for their families," said Dawn Juntilla, Co-founder of ActivityTree.com. In response, 'Find It For Me!' was created to give busy parents time-saving, personal assistance to help keep their kids active all year long.

To help parents make active lifestyle choices, ActivityTree.com already offers FREE online access to information on 60,000 providers of local kid's camps and classes. 'Find It For Me!' goes a step further and is a service for busy parents that connects them to an Activity Counselor who will research and identify activity options.

"This service can save parents hours of work and help find the best activities for their child. Options are sent in a single report so parents can make decisions quickly. No more phone tag or waiting for emails from activity providers," said Dale Szymborski, VP of Sales and Marketing at ActivityTree.com.

Parents can submit their research request online or by email at customercare@activitytree.com. The Activity Counselors at ActivityTree .com can help get kids active!

About ActivityTree.com

Founded in 2008, the idea of ActivityTree.com sprouted from a tech-savvy Minnesota family with six children under the age of 7 who wondered why getting kids active couldn't be as easy as buying an airline ticket or renting a movie online. Today, ActivityTree.com has grown to offer tools for activity providers to manage and promote their businesses, a national marketplace for moms to find and register for kid's activities, and scholarships and deals to help make activities more affordable. Active bodies and minds begin here!

Quick Facts

- The nation's largest marketplace for kid's classes, camps, sports, fun spots and party places.
- In 2012, nearly 20% of all US moms with kids ages 10 and younger visited ActivityTree.com.
- Nearly 60,000 activity businesses in 90 activity categories, art to mommy & me to zoo.
- Activity deals offered in over 600 cities and over 100 activity scholarships awarded to date.

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If you'd like more information about this topic, or to schedule an interview with Dawn Juntilla, please call Amy Franzwa at 888-574-5274 or e-mail Amy at afranzwa@activitytree.com