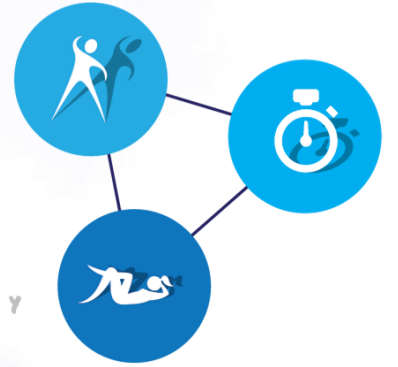






repz
FOR CHARITY



REPZ FOR CHARITY PRESS KIT

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About the App



The Repz for Charity App The App gets any body and every body moving by donating money to charity for every completed challenge on your mobile device.

The Movement Our purpose is about movement. There is a challenge for all fitness levels and every challenge in the app encourages the user to get moving and become active, generating money for charity.

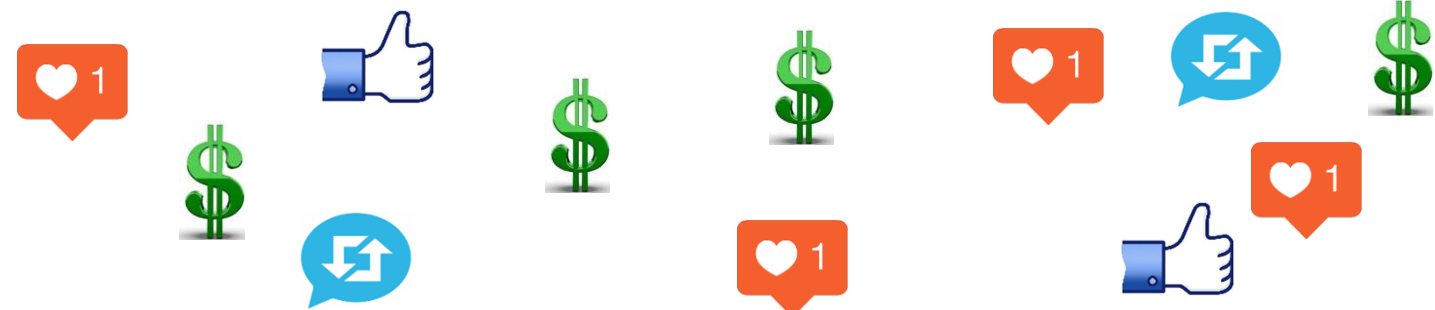
Repz for Charity is shaping our world by getting in shape



How it Works:



1. Take Simple Acts of Fitness
2. Add a Social Component
3. Foster Organic Growth
4. Generate Funding From Sponsors
5. Contribute to Charities



The Challenges:

Spin Challenge

Where users spin the wheel for a randomly selected 15 second challenge. Users will record themselves completing the challenges, log their Repz, and then post their recordings to social media.

Ultimate Challenge

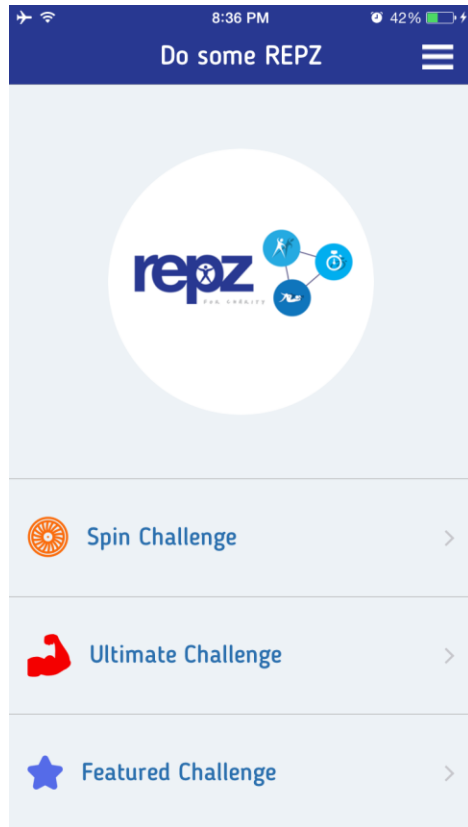
Where more advanced users will challenge themselves with 30 second challenges. They will record themselves and then join national challenges to compete against other users.

Featured Challenge

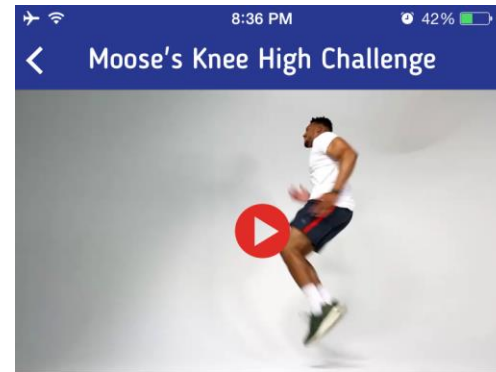
Where there will be various challenges including partner challenges, youth challenges, group challenges and even pet challenges.

App Specs & Pictures

Available for iOS 7.0 and above on all iphone 4, 5 and 6 as well as iPad and Android phones.



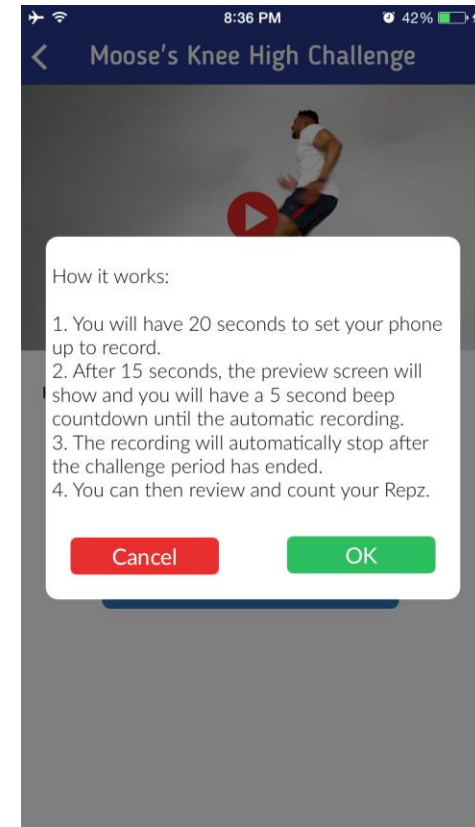
Spin the wheel to complete your 15 second trainer challenge! Once you spin, a randomly selected challenge will appear and you will have the option to complete the challenge or spin again.



Knee Highs

Spin Again

Start Challenge



Creator & Founder

Elisa Klein is the creator and founder of Repz for Charity, Inc.

Elisa holds an undergraduate degree in Finance with a minor in Spanish from Florida State University and an MBA in Finance from NYU Stern School of Business.

She currently serves as the Global Commercial Insights Director with Havas Media based out of Miami, FL. She is also a Certified Personal Trainer accredited through the National Academy of Sports Medicine and is a volunteer with Big Brothers and Big Sisters.

In January 2015 Elisa formed Repz for Charity, Inc. and developed the mobile app which combines her passion for fitness and her enthusiasm for public service and philanthropy. The Repz for Charity App is a fitness challenge app where every challenge completed by the user generates money from advertising sponsors for charity.

Elisa is available for interviews. EKlein@RepzforCharity.org



STAKEHOLDERS



Participants:

General Public & Celebrity Endorsers

What they get:

Being physically active
Being socially active
Helping a cause

What they bring:

Participation
Exposure/Word of Mouth
Their personality



Charities:

Charitable organizations that meet our criteria

What they get:

Exposure for their cause
Funding for their cause

What they bring:

Credibility
Exposure



Sponsors:

Fitness & Health related companies

What they get:

Access to Audience
Helping a cause
Tax deductible Advertising

What they bring:

Product information
Motivation through funding charities



Trainers

Fitness Personalities and Trainers

What they get:

Share their challenge
Helping a cause
Exposure and Promotion

What they bring:

Access to their audience
Endorsement of the movement

Social Media Component



- Utilize social media platforms to grow the Repz app: Facebook, Twitter, Instagram, Periscope
- Create an “awareness” campaign via social media platforms in the launch phase of the app
- Consistently generate fitness and health related content in order to develop a social media presence and define the brand
- Engage key digital influencers on social media: trainers, fitness buffs, bloggers, charities, nutritionists
- Implement a social media strategy which has the potential to go viral like the **ALS Ice Bucket Challenge** and to experience consistent growth like the **Let’s Move Campaign**

Join Us!

- **It's Fun & Easy**
- **It's fitness for a cause and everyone can get involved**
- **Every challenge counts to generate money for charity**
- **We want to make fitness rewarding for everyone**
- **We want to make fitness accessible to everyone**
- **We want to build a Repz community of people who care about their community and care about themselves**
- **It is a WIN, WIN, WIN! For users, charities and sponsors**



Contact Elisa Klein for more information: EKlein@RepzforCharity.org +1 305 987 6192

