



For Immediate Release

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National Fitness Foundation Aligns with IHRSA for NEYS launch event

Washington, DC, (December 9, 2019) – The National Fitness Foundation, the official nonprofit of the President’s Council on Sports, Fitness & Nutrition, has announced IHRSA (The International Health, Racquet & Sportclub Association) as a sponsor of the National Endowment for Youth Sports Launch Reception.

IHRSA joined reception co-hosts, NBC Sports Engine and the NHL in supporting the NEYS goal of raising \$100M to provide annual and ongoing grants to youth sports programs, making them more accessible to all youth, particularly girls, children with disabilities and in economically distressed regions of the country. The Endowment is being developed to support the new National Youth Sports Strategy (NYSS) public health policy, which aims to expand youth sports participation in America.

In addition to supporting the NEYS launch reception, IHRSA intends to engage health clubs across the nation to support the health and fitness recommendations outlined in the NYSS. For decades, IHRSA and its member clubs been leading advocates for improving America’s health & wellness through regular exercise, so supporting the new public health policy aligns with IHRSA’s mission.

“We’re thrilled to work with IHRSA, not just for our launch event, but also on strategic initiatives that increase physical fitness and health in America.”, said Clay Walker, Executive Director of the National Fitness Foundation. Walker added, “Health clubs play a vital role in the health, happiness and prosperity of the country, so we’re looking forward to building a long-term partnership with IHRSA and its member clubs.”

Jim Worthington, former IHRSA board chair, and current Member of the President’s Council on Sports, Fitness & Nutrition, said, “I’m glad I was able to connect IHRSA with NEYS. I’m proud to work with both organizations because they are focused on the same long-term goal – to increase health & fitness in America.”

About IHRSA

IHRSA, The International Health, Racquet & Sportsclub Association is the not-for-profit trade association representing health & fitness facilities, gyms, spas, sports clubs and suppliers worldwide. IHRSA and its member clubs are dedicated to making the country healthier through regular exercise. IHRSA is spearheading efforts to help Americans live healthier lifestyles by increasing knowledge of and access to exercise. Together, we can shape the health of future generations and highlight the role our physical activity plays in solving the inactivity crisis.

About the National Fitness Foundation

The National Fitness Foundation is the only congressionally chartered nonprofit focused on youth sports, fitness & health. Established in 2010 as the official charity of the President’s Council on Sports, Fitness and Nutrition, the Foundation develops public-private partnerships and raises capital to support the National Endowment for Youth Sports (NEYS). Funds raised by the NEYS support the National Youth Sports Strategy public health policy. The Foundation also leads the Presidential Youth Fitness Program, the nation’s model for fitness education in schools.