FOR IMMEDIATE RELEASE

**Anthem Brand 1 and Anthem Brand 2 Foundations’ Support Empowers Your Organization to Join National Fitness Challenge and Live Actively**

*Grant enables Your Organization to become one of only 17 organizations nationwide to participate in National Fitness Challenge for people with vision impairment*

**Your city, Your state abbreviation (date release is being distributed) –** Your Organization, a your city-based nonprofit serving people in your community, region or state who are blind or or vision impared, has received a grant from Anthem Brand 1 and Anthem Brand 2 Foundations to empower its members to participate in the National Fitness Challenge, an inititiative founded by the United States Association of Blind Athletes and the the parent Foundation of Anthem Brand 1 and Anthem Brand 2. Your Organization is one of 17 organizations across the nation that is participating in the National Fitness Challenge, and is using grant funding to offer (list classes or activities often and frequency – weekly, monthly) and other sports and fitness activities that can maximize healthy lifestyles. The various activities will be offered over the course of eight months to empower hundreds of visually impaired youth and adults to increase physical fitness levels and lead healthier lives.

Quote from a leader in your orgnization

This year’s challenge integrates technology and social media to inspire participants to set goals, create team environments and encourage leadership. Each participant has been provided with a Fitbit Flex 2 wearable – a universal way to measure activities, calories burned and number of steps taken. Participants also have the opportunity to utilize Fitbit Coach, which is a personalized training app that provides adaptive video workouts and audio coaching. Foundation grant funding is being used to provide Fitbits, fitness and nutritional instruction, performance prizes, technical and fiancial support for all participants.

Quote from leader at Anthem Brand 1

Quote from leader at Anthem Brand 2

Since 2011, the parent Foundation of Anthem Brand 1 and Anthem Brand 2 has provided $1.3 million in grant funding to U.S. Association of Blind Athletes for the National Fitness Challenge initiative and has impacted thousands of Americans with visual impairments by partnering with 40 different agencies across the country. To learn more about the National Fitness Challenge, visit [www.usaba.org/NationalFitnessChallenge](http://www.usaba.org/NationalFitnessChallenge).

**About Your organization**

Your organization’s boilerplate

**About Anthem Brand 1**

Anthem Brand 1’s boilerplate

**About Anthem brand 2**

Anthem Brand 2’s boilerplate

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**Media Contacts:**

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