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For Immediate Release

Photographer/Reporter Requested – Media Event

Grand Opening of Parents Lead Active Youth (PLAY)

November 18, 2004 – Frackville, PA – The grand opening of Parents Lead Active Youth (PLAY) has been scheduled for Wednesday December 1, 2004 at 9 a.m., announced today by owner Lori DiRenzo-Tarson. The new company will open its doors to its facility in Frackville, located at 101 Fireman's Plaza in the Just Aerobics & Fitness Center complex.

PLAY is a new company focused on teaching both parents and children the about a healthy lifestyle. With more than 1/3 of the nation's adults and children being overweight, it becomes critical that children are taught from a young age, the importance of a healthy lifestyle. PLAY's aim is to get the parent's actively involved in the programs that can help to teach children healthy eating habits and how exercise can benefit them.

"I really think that parents and kids need to do it together for everybody to get it," explained DiRenzo-Tarson. "Today we live in a fast paced, sedentary lifestyle with little or no encouragement of physical activity. While genes can surely contribute to weight problems, we as parents have the greatest impact on our children's' weight gain. My goal is not only to help you get fit, but to bring families together through exercise."

Several local school districts have already voiced great interest in PLAY. Most recently DiRenzo-Tarson unveiled the concept of PLAY to a conference of teachers and school administrators. The conference, held at the Quality Inn and Suites in Pottsville, in October, was sponsored by the coordinated school health programs (CSHP) and was promoting cancer prevention by integrating healthier lifestyles in today's youth. The event also featured guest speaker, Lori Davies of the American Cancer Society of Schuylkill County.

Tours of the new facility and light refreshments will be offered to the attendees of the grand opening, to RSVP please call 570-874-3787 (Just Aerobics and Fitness Center). Enrollment in PLAY is also now currently being accepted, children in the 3-6, 7-10 and 11-3 age groups are welcome. Enrollment can be done by calling 570-874-3787.

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For more information about P.L.A.Y. and this media event, please contact CrossRoads Multi-Media at 570-590-5763 or email liana@crossroadsmultimedia.com.