



NEWS RELEASE

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**FIZIKA GROUP, LLC ANNOUNCES NEW PARTNERSHIP WITH
STATEWIDE PHYSICAL EDUCATION ASSOCIATION IN ARIZONA**

Workshops to Provide Participants with Effective Tools for Excellent PE

LANCASTER, PA.—Aiming to empower educators to create effective physical education programs that make the connection between fitness and academic achievement, Fizika Group, LLC is partnering with a statewide physical education association in Arizona to conduct a series of training workshops.

In a joint initiative with the Arizona State Association of Health, Physical Education, Recreation, and Dance (AZAHPERD), Fizika will conduct three workshops throughout the state in 2011, focusing on excellence in physical education and providing tools for achieving it.

The mission of the Arizona Association for Health, Physical Education, Recreation and Dance (AzAHPERD) is to promote healthful lifestyles through quality education for populations and provide leadership to school, community and statewide programs in the areas of health, physical education, recreation, dance and other movement-related programs.

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“AZAHPERD is pleased and excited to begin a partnership with Fizika Group,” said Kathy Dean, President and CEO. “By attending the workshops and joining the related online community, our members will add ideas to their ‘tool belt’ to help students to be more physically active, more motivated to move and more accountable for their own fitness.”

Fizika Group is a strategic marketing and product development firm that identifies and connects providers of innovative health and physical education solutions with schools across the nation and around the world. The AZAHPERD partnership supports a strategy of alliance with state physical education associations—with the goal of providing PE practitioners with the latest and most effective resources for achieving their goals.

“Fizika Group is proud to partner with AZAHPERD, an organization with an outstanding dedication to excellence in health and physical education. The introduction of Fizika partners to AZAHPERD members will provide new products and resources to make a substantive difference in physical activity offerings to students and their families,” said Michael Cordier, Vice President/Founder of Fizika Group.

Fizika Group, LLC is based in Lancaster, Pa., with an office in Malabar, Fla. For more information about Fizika products and services, visit www.fizikagroup.com or call 717-575-7465.

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