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## NEWS RELEASE

September 21, 2010

### **FIZIKA GROUP, LLC ANNOUNCES NEW PARTNERSHIP WITH LEADING STATE-BASED PHYSICAL EDUCATION ASSOCIATION**

#### **Planned Workshops to Focus on Link between Fitness and Academic Achievement**

**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 leading state physical education association to conduct a series of training workshops.

In a joint initiative with the Kansas Association of Health, Physical Education, Recreation, and Dance (KAHPERD), Fizika will conduct three workshops throughout the state in March 2011, focusing on excellence in physical education and providing tools for achieving it. KAHPERD has set a high standard among state associations, and is often among the first to implement ideas generated at the district or national level. “Our vision is to be the leading advocate in the state of Kansas for healthy, active lifestyles,” said Rhonda Holt, Interim Executive Director of KAHPERD. The wide range of resources provided to KAHPERD members supports this goal.

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“KAHPERD is honored and excited to begin a partnership with Fizika Group,” said Holt. “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 KAHPERD partnership supports a strategy of alliance with state physical education associations.

“Fizika Group is proud to partner with KAHPERD, an organization with a long commitment to excellence in physical education. By introducing new products and resources to Kansas's PE teachers, we hope to make a substantive difference in the physical education offerings provided to students and their families.” said Martha Lester Harris, President/Founder of Fizika Group.

Fizika Group, LLC is headquartered in Lancaster, Pa., with an office in Malabar, Fla. For more information about Fizika products and services, visit [www.fizikagroup.com](http://www.fizikagroup.com) or call 717-575-7465.

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