



FOR IMMEDIATE RELEASE

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

Workshops to Provide Effective Tools for Meeting New State PE Requirements

LANCASTER, PA.—Aiming to empower educators to create effective physical education programs and to meet the goals of upcoming new state physical education requirements, Fizika Group, LLC is partnering with a statewide physical education association to conduct a series of training workshops.

In a joint initiative with the Pennsylvania State Association for Health, Physical Education, Recreation, and Dance (PSAHPERD), Fizika will conduct four workshops throughout the state in April 2011: April 13 at Lock Haven University; April 14 at Slippery Rock University; April 20 at West Chester University; and April 21 at the PaTTAN Building in Harrisburg. Another key participant in the workshops will be Innerlink, a Lancaster firm providing web-based solutions for creating a culture of wellness in schools.

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"This partnership with Fizika fully supports the goals of the PSAHPERD. We foster collaboration with affiliated groups and work to provide quality professional development opportunities for physical educators. With this goal in mind, we are pleased to work side-by-side with Fizika to bring new products and services to our professionals. This partnership provides informative workshops across the state, as well as possible future professional development initiatives," said Linda Woods Huber, Executive Director of PSAHPERD.

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. The PSAHPERD partnership supports a strategy of alliance with state physical education associations—providing PE practitioners with the latest and most effective resources.

"Fizika Group is proud to partner with PSAHPERD, an organization with a long commitment to excellence in physical education. By introducing new products and resources to Pennsylvania's PE teachers, we hope to make a substantive difference in the physical education offerings provided to students and their families, and to give teachers tools to meet changing state physical education requirements." said Martha Lester Harris, President 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 or call 717-575-7465.

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