



Dear Educator/Youth Leader,

Are you looking for tools to get kids excited about physical fitness?

Well, your search is over because **CircusFit**[®], a national youth fitness program developed by *Ringling Bros. and Barnum & Bailey*[®], is here to empower you to put the FUN back into fitness. Since its launch five years ago, **CircusFit** has been successfully implemented by schools, after-school programs and camps throughout the United States. **CircusFit** encourages America's youth to lead healthy, active lifestyles by combining entertaining circus skills with stretching, strength-building and aerobic activity. Best of all, youth can participate in the *Ringling Bros.*[®] **CircusFit** program as a way to help meet state learning standards and the President's Fitness Challenge requirements.

As you may know, U.S. health officials have identified childhood obesity as a growing epidemic impacting the youth of America. The challenge of teaching children to lead healthy lifestyles is finding a way to motivate them to keep physically active outside of structured school and after-school programs.

CircusFit meets this challenge by offering young people fun and creative ways to move, just like the circus star-athletes of *Ringling Bros.*

The spectacular circus performers at *Ringling Bros. and Barnum & Bailey* are accomplished athletes who need to be in top physical condition, making them ideal "real-life" role models who can encourage young people to be active and fit. Through the **CircusFit** program, the *Ringling Bros.* acrobats, high wire and trapeze artists and many of our other performer-athletes demonstrate an awe-inspiring and action-packed approach to health and fitness – motivating youth to get up and move with activities that are more play than work.

Be sure to visit www.CircusFit.com today and if you have any questions about how you can implement **CircusFit**, please send an e-mail to CircusFit@feldinc.com.

With **CircusFit**, discovering the FUNdamentals of Fitness has never been more fun for today's youth!

Sincerely,

Kenneth Feld
Chairman and CEO
Ringling Bros. and Barnum & Bailey



CircusFit® IS FLEXIBLE AND EASY TO IMPLEMENT

CircusFit Program Highlights

The centerpiece of the **CircusFit** program is an educational curriculum designed specifically for kids in grades 2 through 5 that features 21 interactive lesson plans, which *Ringling Bros. and Barnum & Bailey*® is making available to teachers, youth leaders and other educators for FREE through the Web site www.CircusFit.com.



- The **CircusFit** program was specifically designed to help educators meet state standards specific to physical education, while also incorporating vocabulary-building, character education and science-learning opportunities.
- This easy-to-implement and flexible Web-based program provides educators with the ability to create individually tailored lessons that meet time constraints and the unique needs of youth.
- Each **CircusFit** lesson takes approximately 20 minutes to complete and includes a variety of implementation options that can be customized to fit a wide range of group sizes, skill levels and schedules.
- The *Ringling Bros.*® **CircusFit** program is unique and especially fun for kids because the final lesson challenges youth to use their newly developed athletic skills to create a *Ringling Bros.*-inspired circus production that can be performed for their school, family or friends.

CircusFit Curriculum Highlights

The *Ringling Bros.* **CircusFit** program is structured in five learning modules composed of 21 lesson plans aimed at motivating kids to strengthen their bodies and their minds. Educators can choose to use the **CircusFit** modules sequentially or select the individual lesson plans, handouts and interactive video that complement their learning objectives.

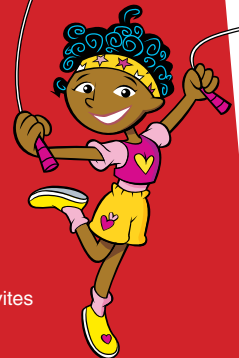
Module 1: FUNdamentals and Flexibility — Youth learn the importance of warming up, stretching, hydration and personal goal setting as part of a basic fitness routine.

Module 2: Powerful FUN — Participants discover safe ways to build body strength while learning about the major muscle groups. Kids are introduced to the U.S. Department of Agriculture's new food pyramid and learn the importance of maintaining a balanced diet.

Module 3: Heart-Pounding Action — Kids are sure to get up and jump when they dance jump rope and engage in **CircusFit's** fun-filled aerobic action. This module emphasizes the value of strengthening the heart and lungs, the role of feel-good endorphins and the importance of maintaining an overall active lifestyle.

Module 4: From Workout to WOW — Youth are sure to develop coordination, concentration and discipline when they are introduced to basic circus skills, including hoopology, balance and the art of juggling.

Module 5: Ladies and Gentlemen — **CircusFit** participants show off their newly acquired circus skills with a *Ringling Bros.*-inspired performance for family and friends. This module invites students to explore their creativity while developing a **CircusFit** spectacular!



CircusFit® Web Site

The CircusFit Web site found at www.CircusFit.com serves as a virtual repository of information, tools and interactive resources for educators. To access the FREE CircusFit curriculum, including the 21 lesson plans, Educator's Guide, Activity Index and downloadable versions of all supporting documents and forms, follow these simple steps:



Step One:

Type www.CircusFit.com in your Web browser to open the CircusFit Web site.

Step Two:

Click on the **"For Educators"** tab in the upper right-hand corner of the homepage to open the **"For Educators"**

Log in/Registration Page.

The **"For Educators"** section provides the full curriculum, as well as the Educator's Guide, an Activity Index and downloadable versions of all documents and forms that educators will need. Educators must register to access this section.



Step Three:

Click on the **"Register New Account"** link if you are a first-time user and complete the online registration form, which will allow you to create a unique username and password. If you are a returning user, enter your username and password to log in to the **"For Educators"** section.



Step Four:

Once you log in to the **"For Educators"** section, you can begin exploring the Educator's Guide, lesson plans and supporting video presentations. Use all of the lessons sequentially or select those lessons that work for you and your classroom or youth group. The curriculum was designed to give educators the flexibility to choose how to implement the program based on educational needs and time constraints.



The CircusFit curriculum is easy to navigate and includes 21 downloadable lesson plans supported by videos featuring the athletic performers of Ringling Bros.®



CircusFit® is a national youth fitness program from *Ringling Bros. and Barnum & Bailey*® that encourages America's youth to lead healthy, active lifestyles by combining the fun of circus skills with stretching, strength-building and aerobic exercise.

Why CircusFit?

- Teaches youth to set and achieve fitness and nutritional goals
- Uniquely inspired by the athletic stars of *The Greatest Show On Earth*®
- FREE online educator materials
- Customizable curriculum that is easy to implement
- Created specifically for youth in 2nd through 5th grades
- Introduces youth to *Ringling Bros.*®-themed fitness, health and nutritional activities



Begin your **CircusFit** adventure today and discover the FUNdamentals of fitness!

10 Tips for Staying CircusFit

- Warm-up before exercising to get blood flowing to your muscles and to help avoid injury.
- Make a commitment to being physically active for 60 minutes a day.
- Be sure to drink plenty of water before, during and after exercising.
- Vary your fitness routines from day to day to keep things fresh, interesting and fun!
- According to the USDA's food pyramid, you should eat 2½ servings of vegetables and 1½ servings of fruit a day.
- Limit television and computer time to 1 hour per day or less.
- Find a fitness partner that you can stay active with.
- Go for a walk or run with your parents, your friends or your dog!
- Track your progress toward your fitness goals on the **CircusFit** Challenge Chart.
- Remember to cool-down after an aerobic workout to prevent injuries and sore muscles.



A Partnering Organization of
Ringling Bros. CircusFit®

www.CircusFit.com

