



**Celebrate the 1st Annual World Fitness Day:
Workout with Jane Fonda and Celebrity Friends
Saturday, May 1st, 2010 / The Georgia Dome**

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Jane Fonda and Friends to Launch World Fitness Day

*Thousands join together in the Georgia Dome to promote the benefits of
good health, one workout at a time*

March 22, 2010 — Atlanta, GA. Grab your sweatbands and sneakers and get ready to show your stuff at the premier World Fitness Day, **hosted by Jane Fonda**, on **Saturday, May 1st**, in Atlanta at the Georgia Dome. Fonda, along with a who's who from the physical fitness world - including **Richard Simmons, Billy Blanks, Denise Austin, and Dr. Sanjay Gupta** - will introduce the World Fitness Day initiative to the nation with a unique event. The celebrity trainers and entertainers will fuel the energy of the day as thousands of fitness enthusiasts participate in a group workout. **The Pointer Sisters** will pump up the crowd in the Dome with live renditions of some of their greatest hits, which have been the sound track to millions of workouts. The event, co-chaired by Stephanie and Arthur Blank and Ginny and Charles Brewer, will benefit the Georgia Campaign for Adolescent Pregnancy Prevention (GCAPP.org/workout), which was founded by Fonda in 1995. **The mission of World Fitness Day is to bring greater attention to the importance of self-empowerment, health and wellness throughout the life span.**

Fonda and celebrity friends will band together to launch this premier occasion of fun and fitness. Commenting on the event, says Fonda, "young people who discover the benefits of regular physical exercise are more apt to protect their bodies, respect their bodies, and own their bodies." Throughout the event, there will be numerous chances to learn about healthy living in the "Fitness Zone," an area dedicated to vendors and sponsors who are eager to educate the public in effective ways to take charge of their health and fitness. In addition, participants will have the chance to mingle with professional athletes, local fitness trainers and other well known Atlantans.

World Fitness Day 2010 will begin with registration and check in at the Georgia Dome at 8:30 AM, followed by the fitness and health expo in the Fitness Zone. Dr. Sanjay Gupta will kick off the event at 10:00 AM with opening remarks. The work out will start immediately after, where each celebrity trainer will lead participants in Aerobic (Fonda, Simmons and Austin) and Tae Bo (Blanks) sessions. California Governor, Arnold Schwarzenegger will also deliver a video tribute to all participants. The event concludes at 11:00 AM. In an effort to include participants from around the world, World Fitness Day 2010 will stream live on UStream.tv.

The brain child of Jane Fonda, World Fitness Day 2010 marks an annual initiative to highlight the importance of personal fitness and healthy, wholesome living. In a recent interview, Fonda said of World Fitness Day 2010, “Not only will it be a tremendous amount of fun and a spectacular celebration of good health, it is an amazing opportunity for Atlanta and Georgia to strengthen the mind, body and spirit of Georgia’s and the nation’s youth.”

With its compelling message and a powerhouse punch of celebrity trainers, World Fitness Day 2010 is poised to be THE fitness event of the year. Given the chance to work out with a “who’s who” of celebrity fitness enthusiasts, space for participants will go fast. The nationwide launch begins March 22. Individual tickets for participants are \$75. Visit www.gcapp.org/workout for all the event information, individual and group registration, and ticket purchases.

About World Fitness Day

World Fitness Day is a strategic initiative using fun, high energy, entertainment and celebrities—and bringing together thousands of participants to raise awareness for a common goal—healthy lifestyles. The World Fitness Day 2010 event was conceived by Jane Fonda to celebrate the benefits of good health and to focus attention on the important role of health and wellness in the prevention of teen pregnancy, a cause which Fonda has championed for 16 years. The World Fitness Day 2010 workout will benefit the Georgia Campaign for Adolescent Pregnancy Prevention (G-CAPP).

About G-CAPP

The mission of the Georgia Campaign for Adolescent Pregnancy Prevention is to eliminate adolescent pregnancy in Georgia by developing, establishing and supporting ideas and programs that build local and statewide capacity to promote the healthy development of our most vulnerable adolescents. G-CAPP, a non-profit organization, was founded by Jane Fonda in 1995. For more information about G-CAPP visit: www.gcapp.org.