

For Immediate Release

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Arbor Homes Sponsors Fitness Program for Nine13sports and Boys & Girls Clubs of Indianapolis

Indianapolis, IN – June 24, 2013 – Thanks to new program sponsor Arbor Homes, Nine13sports and Boys & Girls Clubs of Indianapolis (BGCI) are excited to announce an addition to the summer programs at the BGCI Wheeler-Dowe Unit. The addition of a youth health and bicycle exercise program will focus on summer participant’s ages 9 through 14 and will run for the duration of BGCI’s summer programming from June 24 through July 26.

The program, which was relying on a much needed grant to fund half of the program’s cost while Nine13sports subsidized the remaining cost, was perilously close to being cancelled last week when arrangements for the grant did not come through.

“Last Monday afternoon, I sent out an email to several friends explaining the situation,” said Tom Hanley, Business Director for Nine13sports, “and let them know that this BGCI Unit was one of our favorite programs — the kids did phenomenal there last summer. Basically, I was searching for any funding source referrals interested in helping to bring the Nine13sports program to 120 youth at the 5-week BGCI Wheeler-Dowe Unit summer programs.”

Within 48 hours of that email request, Nine13sports was contacted by Arbor Homes who said that they would love to sponsor the summer program and made immediate funding arrangements to ensure the program could launch without delay.

“Youth fitness and health need to be a focus across Central Indiana,” commented Arbor Homes President and Founder Curtis Rector. “Nine13sports provides great programs and Boys & Girls Clubs of Indianapolis is a dedicated, well-respected youth support organization. All of us at Arbor Homes are excited to partner with them in a way that benefits both organizations and the many youth who depend on their programs.”

Recent data shows that obesity at all ages is increasing in Indiana. According to a report from Trust for America’s Health and the Robert Wood Johnson Foundation, the adult obesity rate in Indiana is 29.1 percent. According to statehealthfacts.org, Indiana youth between the ages of 10 and 17 have a 29.9 percent obesity rate. Keeping those facts in mind, Nine13sports looks forward to encouraging decisions for healthier lifestyles through the many anticipated youth interactions they will have each week during the summer sessions with BGCI.

The Nine13sports’ turnkey programs enable schools, youth centers and community organizations to easily provide something different, fun and educational to engage students in exercise. As partnerships like the one between Nine13sports and Boys & Girls Clubs of Indianapolis mature, the community hopes for a decline in the obesity rates for Indiana youth between the ages of 10 and 17. It is the organizations’ goal to highlight fitness and health in ways that effectively encourage Indiana youth to choose long-lasting healthy and active lifestyles — allowing the community to look forward to a decline in future adult obesity rates.

About Nine13sports:

Indy Velo (dba Nine13sports) is a Central Indiana 501(c)(3) nonprofit organization that promotes health, wellness, and exercise for local youth between the ages of 8 and 18, using bicycling as the gateway. We have created a unique program in which we have integrated the traditional bicycle with technology to provide a turnkey product for youth programs, schools and other community organizations. In addition to individual betterment of health and fitness, our programs promote community, teamwork and mutual respect for one another. Our vision is to use the art and sport of bicycling to teach and positively influence our participants and leave a lasting impact. For additional information please visit www.nine13sports.org or email info@nine13sports.org.

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