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FOR IMMEDIATE RELEASE

## **NFL SUPERSTARS BENNIE BLADES, BRIAN BLADES, DONNELL BENNETT, BOBBY HARDEN, JAMES JONES, JAMES PRUITT, DWAYNE WHITE PLUS OTHERS WILL CONDUCT FOOTBALL CLINIC AT THE KIDS FITNESS FESTIVAL**



Bennie Blades playing for the Detroit Lions

WEST PALM BEACH, FL- The 14<sup>th</sup> Annual Kids Fitness Festival of the Palm Beaches, presented by Ronald McDonald House Charities of South Florida, announced today that the Bennie Blades 36 Foundation will be partnering with the Palm Beach County Sports Institute on this year's event. The Bennie Blades 36 Foundation will conduct and teach the basic fundamentals of football and will be a featured event at The Kids Fitness Festival. The festival will be held at the South Florida Fairgrounds on Thursday, July 17 and Friday, July 18, 2008 from 10:00 a.m. to 4:00 p.m.

NFL Superstar, Bennie Blades stated: "Bennie Blades 36 Foundation is pleased to be associated with the Palm Beach County Sports Institute event and its premiere youth event. We look forward to conducting our daily clinics which will teach kids the importance of health and wellness while learning a little more about sports, all sports, not just football!" Blades, through his foundation has called upon other NFL peers to provide NFL level instruction in the areas of agility, speed, passing and strategies in playing both offense and defense at the Kids Fitness Festival.

Joining Bennie Blades, who went to the University of Miami and then played for the Detroit Lions and Seattle Seahawks, will be his brother Brian Blades. Brian also played for the University of Miami and for the Seattle Seahawks. More UM alumni helping out at the festival will be Bobby Harden who played for the Miami Dolphins and Donnell Bennett who played for the Kansas City Chiefs and the Washington Redskins. Also scheduled to participate is Dwayne White who played for Alcorn State and the New York

Jets and St. Louis Rams, James Pruitt who played for Cal-State Fullerton and then went on to the Miami Dolphins and the Indianapolis Colts and James Jones who played for University of Florida and then for the Detroit Lions and the Seattle Seahawks. The arrangements to bring these NFL Stars to the Kids Fitness Festival were made possible with the assistance of ExpoZur Sports Management Group of Boca Raton.

The Kids Fitness Festival offers something for every child under the age of 13. Elementary and Middle school children can learn the basics of over 40 sports from the area's leading instructors or they can hang out in the midway, play games and interact with professional athletes and mascots. Parents will also enjoy the educational expo, food, and interactive games. Last year more than 5,000 children attended and over 6,000 have already registered for the event this year!

Sports clinics being offered this year include: Badminton, Baseball, Basketball, Bowling, Boxing, Cheerleading, Chess, Dance, Fencing, Fishing, Football, Golf, Hand Ball, Hockey, Judo, Lacrosse, Malletball, Mixed Martial Arts, Movement, Nutrition, Netball, Paintball, Polo, Powerlifting, Rugby, Running, Soccer, Squash, Strength Training, Tae kwon do, Tai Chi, Tennis and Yoga.

**Admission is \$17 a day per child.** The admission fee includes a Kids Fitness Festival t-shirt and a full day of fun and activities. Children must be accompanied by an adult. Adults are admitted free of charge and are encouraged to check out all that the Festival has to offer!

The Kids Fitness Festival of the Palm Beaches is sponsored by: Cardinals-Marlins Fund of the Community Foundation for Palm Beach & Martin Counties, ESPN Radio 760, Primetime Palm Beach County, Inc., Publix Super Markets, Ronald McDonald House Charities of South Florida, Salud al dia Magazine, South Florida Parenting, The Blum Foundation and The Palm Beach Post.

The event is managed by: The Palm Beach County Sports Institute and supported by the Palm Beach County Sports Commission.

For more information about the event contact Rachel Miller at 561-233-3178 or [rmiller@palmbeachsports.com](mailto:rmiller@palmbeachsports.com).