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FOR IMMEDIATE RELEASE

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**CROSSFIT SANTA BARBARA HOSTS KETTLEBELLS 4 KIDS -
A FUNDRAISER TO RAISE MONEY FOR HOMELESS CHILDREN
to give them and their families a better tomorrow**

CrossFit Santa Barbara, Santa Barbara's first and longest-running CrossFit gym, is hosting a fundraiser for kettlebells4kids, a non-profit organization built to educate the American public about the growing issue of child homelessness in our country. Founded in 2014, kettlebells4kids' long-term goal is to create and fund in-shelter fitness programs for kids and improve not only their physical strength but also their emotional and social skills.

The average age of a homeless *person* is 9 years old, and over 50% of homeless children in our country are under the age of 6 years old.

According to Harvard's Center on the Developing Child, *"Three of the most rigorous long-term studies found a range of returns between \$4 and \$9 for every dollar invested in early learning programs for low-income children. Program participants followed into adulthood benefited from increased earnings while the public saw returns in the form of reduced special education, welfare and crime costs and increased tax revenues from program participants later in life."*

Homeless children do not choose their situation and the impact of being homeless is dire. We know homeless children are:

- 8x more likely to be asked to repeat a grade
- 3x more likely to experience emotional and behavioral problems
- Twice as likely to have learning disabilities



It is our goal, in collaboration with kettlebells4kids, to further our mission to bring fitness to those with financial and lifestyle barriers, as fitness has been proven to improve a child's ability to learn, reduce social and emotional stress, and positively impact overall physical and mental health.

We also intend to bring awareness to the community that the word "homeless" does not only apply to adults, and that by coming together, we can help break the cycle of homelessness by starting with children.

Join us for a fun-filled morning with a workout for both adults and children, raffle, and a game sponsored by local favorite Taffy's Pizza. CrossFit Santa Barbara will provide breakfast snacks and beverages, and free childcare will be provided by Bright Horizons Family Solutions. Other sponsors include Alaris Fitness and The SANDBOX.

All funds raised will stay within the state of California.

ABOUT CROSSFIT SANTA BARBARA

CrossFit Santa Barbara is the longest running CrossFit gym in the Santa Barbara area. Started in 2008, we are the 389th affiliate out of 13,000+ in the world. CFSB prides itself on its tight community and the focus on moving our bodies the way they were meant to move. Unlike the big box gyms, we teach our members how to move properly and efficiently, without the use of machines. Regardless if our members have been with us since the beginning or have only been with us for a few months, we are one big family that encourages each other to achieve our highest potential.

Social media:

Facebook/Instagram: @crossfitsantabarbara

Twitter: @CrossFit_SB

kettlebells4kids Fundraiser

Saturday, November 11, 2017

8:30am - athlete check-in; 9:30am - workout begins

CrossFit Santa Barbara - 590 E. Gutierrez St, Ste C

\$20 for workout + 5 tickets, \$10 for either the workout OR tickets

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