



# Mileage Club® Benefits

Chances are you're aware of the great things Mileage Club® can do for your school and community, but it never hurts to be reminded of the benefits. As an added bonus, this list provides great talking points to bring others -- especially parents and administrators -- on board with your vision.

## 1. Mileage Club® reduces playground problems.

Anyone who works with youth will attest that the playground can be a disaster zone. Bullying, rough physical horseplay and ostracism are just a few of the issues that crop up. Mileage Club® provides a structured activity to channel all of that excess kid energy into something constructive. Mileage Club® is also a positive activity for kids. They get to exercise with their friends, and there are no "winners" or "losers". Kids work toward their own goals in a supportive environment and are rewarded for their individual achievements.

## 2. Mileage Club® combats childhood obesity and inactivity.

All the statistics point to a real crisis: children in America are alarmingly overweight and obese, and something needs to be done. Mileage Club® to the rescue! Kids love Mileage Club®. The program's fun nature and simple awards get kids hooked; before long, they're burning calories left and right and spending more time on their feet than on the couch.

## 3. Mileage Club® teaches kids that fitness can be fun.

The perception of exercise as a chore keeps many youngsters from discovering the benefits of lifelong habits. We believe the path to any child's heart is through fun, and Mileage Club® -- when implemented by an enthusiastic team-- delivers. Our proven methods engage kids and create excitement. And if that isn't enough the magic of collecting Toe Tokens® keeps young runners coming back for more. Mileage Club® proudly parades its non-competitive approach, ensuring that kids of all backgrounds, fitness levels and social makeup enjoy themselves equally.

