

FOR IMMEDIATE RELEASE:

Publisher Announces One-Million-Book Give-Away Book Promotion Is Key in Fight Against Childhood Obesity

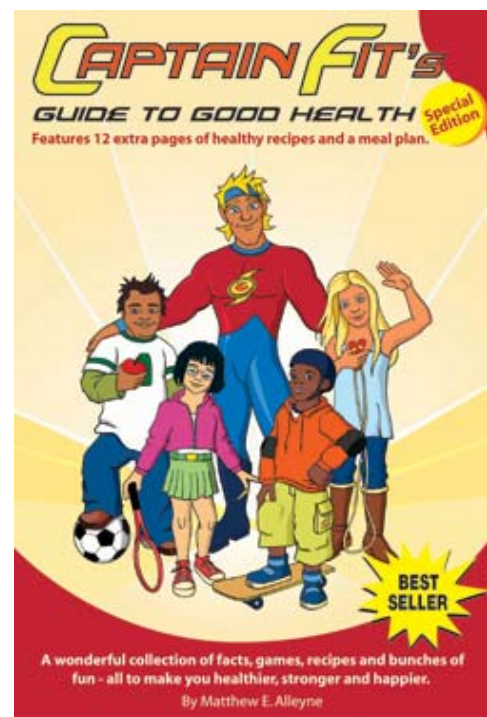
(Skjeberg, Norway (PRWEB) September 13, 2006) Captain Fit Ltd, a well-known publisher of books on children's nutrition, exercise and safety, announced last week that it is distributing one million copies of its *Captain Fit's Guide to Good Health [Special Edition]* in conjunction with the annual TV-Turnoff Week sponsored by the US-based Center for SCREEN-TIME Awareness. Last year more than 10 million people around the globe participated in the campaign that encourages parents and children to turn off the TV, electronic games and recreational use of the computer for one week and read books, exercise and get to know each other better.

Captain Fit Ltd CEO, Matthew Alleyne, stated in a recent telephone interview, that "We must make every effort to improve the health of our children. This next generation will be the first in all of human history to be less healthy than the generation that came before." Alleyne places blame for this problem squarely on "children who watch too much television and eat too many fatty, unhealthy foods."

The one million copies of *Captain Fit's Guide to Good Health [Special Edition]* will be distributed to school's in the United States and will be awarded to children who successfully complete an entire week without TV.

"In addition," Alleyne pointed out, "copies will be sent to all 50 state governors, all 100 US senators, the US Surgeon General and to President Bush who is a long-time advocate of good health."

The book give-away will be sponsored by Captain Fit Ltd, which is donating the books at cost, and numerous corporate sponsors world wide. "Center for SCREEN-TIME Awareness quickly embraced the idea," Alleyne stated, "as an incentive to encourage greater participation. We believe this organization performs a valuable service to children around the world and we support its efforts 100%."



"That's why we've partnered with the Center, now in its 13th year of organizing and promoting less sedentary activities in the lives of our children." Alleyne went on to say that, "...the synergies between our children's publications and the message promoted by the Center dovetail perfectly. And with corporate sponsor opportunities limited, "we will choose those companies that best exhibit their interest in children's health around the world."



In addition to Captain Fit Ltd, Alleyne, a long-time advocate of children's fitness, created the Captain Fit Foundation. CFF distributes a portion of proceeds from the sale of Captain Fit products to well-known children's groups such as Save the Children and the UN World Food program.

The next TV-Turn Off campaign begins on April 23rd and runs through April 29th 2007. With the reward of a free, full-color, humorous text on good nutrition, physical fitness and personal safety "...we anticipate many more children to participate this year than in years past. The book is not only an incentive, it's a prize for doing well," Alleyne stated during a recent radio interview.

Alleyne is a recognized authority on wellness in both the US and Europe where his regular appearances on TV and radio have made him a popular favorite with children and parents alike. "Our company's goal is simple," he stated. "We want to reach as many children as possible as quickly as possible to prevent a health crisis that includes childhood obesity, diabetes and other dangers to the health of young people."

In association with the Center for SCREEN-TIME Awareness and the corporate sponsors who are lining up to take part, Alleyne seems to have found the formula for success in getting free information on wellness into the hands of those who need it the most. Our kids!

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CONTACT:
Matthew Alleyne
Captain Fit Ltd
+47 91 84 38 86
+47 69 15 34 92
matthew@captainfit.com
www.CaptainFit.com

