



FOR IMMEDIATE RELEASE

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## Performance Fitness Collects Backpacks and School Supplies through Saturday, September 6 to Help Cradles to Crayons Get Local Children “Ready for School”

*Main Line Studio Sets Goal to Donate 120 Fully-Stuffed Backpacks to Cradles to Crayons to Be Given to Local, Low-Income and Homeless Children*

**TWEET IT!** You build the backpack. @performfitness will build your muscles with \$5 boot camp classes. Help a local child thrive in school this year!



### WYNNWOOD, PA, AUGUST 2014—Build a Backpack and Help Get Local Children Ready for School

August 22, 2014 (Wynnewood, PA) – While some kids eagerly anticipate returning to school this September, tens of thousands of children and their parents face the daunting, if not impossible, expense of back-to-school supplies.

Local fitness company, Performance Fitness, wants to help these children and their families out, so for the second year in a row they’ve partnered with Cradles to Crayons to give local homeless and low-income children the school supplies they need for success.

“Last year our goal was to provide 60 backpacks to Cradles to Crayons through our Build a Backpack campaign, and we were thrilled to exceed that goal by 50%, collecting 90 backpacks!”, says Michelle Collier, owner of Performance Fitness. “This year our goal is to collect 120 backpacks. This will supply approximately four classrooms with the supplies that the children need to start the school year off right.”

Michal Smith, Executive Director of Cradles to Crayons shares the impact of school supplies on families in need, "It costs the average family over \$600 to prepare a child for the first day of school. When a working family is struggling to put food on the table, a high quality backpack filled with new pens, pencils, composition books, rulers, erasers, and the other school supplies a child might need, helps give a child confidence to learn and reduces stress for parents."



Performance Fitness has outlined four ways that people can help these families in need:

1. Donate 1-2 fully stuffed backpacks.
2. Donate individual school supply items from their list.
3. Make a monetary donation. All cash donations will be used to build backpacks.
4. Attend one to three boot camp or kettlebell classes at Performance Fitness – the “mobile fitness studio” is offering Build a Backpack Boot Camp classes that anyone can attend for \$5 per class.

All proceeds will go to the purchase of backpacks and supplies, all of which will be donated to the Cradles to Crayons “Ready for School” program.

Backpacks and donations will be accepted until September 6<sup>th</sup>. On the 6<sup>th</sup>, Performance Fitness will host a backpack building party after their morning boot camp class and deliver the backpacks and supplies to Cradles to Crayons.

For full details on what items are being accepted, and to sign up for classes go to [www.BuildABackpack.net](http://www.BuildABackpack.net).

**Cradles to Crayons** provides children from birth through age 12, living in homeless or low-income situations, with the essential items they need to thrive - at home, at school and at play. Beginning in Boston in 2002, then spreading to Philadelphia in 2006, **Cradles to Crayons** continue to supply these items free of charge by engaging and connecting communities that *have* with communities that *need*. Through grassroots community drives and corporate donations, **Cradles to Crayons** collects new and nearly-new children’s items. Donations are then processed and packaged by more than 1,700 volunteers a month, and are distributed to disadvantaged children across the state through a collaborative network of over 275 social service agencies and school partners. [www.cradlestocrayons.org](http://www.cradlestocrayons.org)

**Performance Fitness, LLC**, is a mobile fitness training company serving the Main Line and surrounding areas since 2005. Led by Michelle Collier, who holds multiple training and fitness certifications including kettlebell certifications from StrongFirst and the RKC, Performance Fitness features a team of fitness trainers who deliver sustainable, measurable results through group and personal options. Find Performance Fitness online at [www.PerformanceFitnessLLC.com](http://www.PerformanceFitnessLLC.com). For general information, call 610-789-0468 or email [info@performancefitnessllc.com](mailto:info@performancefitnessllc.com).



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*Images captions (top to bottom): Michelle Collier, owner of Main Line mobile fitness studio, Performance Fitness, hosts Build a Backpack through September 6, with the goal of collecting and donating 90 fully-stuffed backpacks to the Cradles to Crayons “Ready for School” program. (Photo: Performance Fitness); A sample of some of the backpacks collected during the 2013 Build a Backpack campaign (Photo: Performance Fitness)*