

FOR IMMEDIATE RELEASE

Smart Moves Enterprises and FitSciences Announce Partnership in a Health Expo and Fitness Championship

The non-profit organization that provides health education and fitness resources and the healthy lifestyle management company are joining together to fight adult and childhood obesity and promote healthy lifestyles in the upcoming event.

Atlanta, GA May 9, 2010 -- Smart Moves Enterprises, an Atlanta-based health and fitness non-profit organization is pleased to announce their upcoming Health Expo, to be held on July 16-17, 2010 at the Gwinnett Center in Duluth, GA. The event is part of Smart Moves' "**Healthier Georgia, Healthier America**" Project, designed to help prevent childhood obesity by providing education and resources that empower, motivate and inspire Georgians to live healthier lifestyles. This event is in the spirit of the "Let's Move" campaign, sponsored by First Lady Michelle Obama, whose goal is to bring more focus on healthy eating and active lifestyles. The healthy lifestyle management company, **FitSciences**, is contributing to the project by hosting a Fitness Championship. **Tosca Reno**, author of **The Eat-Clean Diet®** book series, will hold a healthy eating seminar as part of the weekend event.

The Smart Moves Enterprises Health Expo will showcase the benefits of healthy eating, active lifestyles, and sponsor several signature events. The **SM Transformation Competition** is a year-long lifestyle challenge for participants of all ages. Participants from this year's event will return next year to be evaluated, using 2010 baseline health and fitness level data, by an expert panel, based on contest rules. The **Fit Moms and Fit Dads Competition** is for active parents over the age of 35, living healthy lifestyles, who would like to inspire others with their personal stories of healthy living and participate in a judged fitness competition. The **Sports Combine** brings youth athletes together to participate in a variety of NFL-style agility tests (pushups, 40 yard dash, and standing broad jump).

Fitness enthusiasts and professional athletes alike are expected to attend the **FitSciences Fitness Competition**, which is celebrating its second year. Last year's event received positive reviews from the editors of Maximum Fitness and Natural Body magazines and fitness competitors from the US, Canada, and Europe. This year, the FitSciences team presents male and female Fitness Model categories, with novice and pro divisions. Additionally, there are Figure and Bikini Spokesmodel categories for women. Industry expert judges will include: Michael DeMedeiros, Editor-In-Chief of **Maximum Fitness Magazine**; Stacy Kennedy, Editor-In-Chief of **Oxygen Magazine**; and **Ed Bowen** of BodybyBowen. These judges will evaluate the competitors based on a pre-defined point system.

Attendees may take part in contests, seminars, workshops, and demonstrations throughout the two-day event. Visit www.fitnesschampionships.com for more information about this event, along with registration details.

About Smart Moves Enterprises, Inc.:

Smart Moves Enterprises, Inc. is a non-profit organization whose primary focus is to help fight obesity and promote a healthier way of life for Georgians. Smart Moves partners with public schools to develop fitness and health initiatives geared toward helping children to successfully pass the state's fitness and physical education standards. Smart Moves also works with "at-risk" children and adults to provide important health education and fitness information and resources, free of charge, to enable them to lead *healthy lifestyles that can last a lifetime*.

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About FitSciences:

FitSciences, Inc. is a healthy lifestyle management company, based in Atlanta, Georgia. The company's specialized approach - *FS PerFXion*©, is customized to the individual to achieve results that meet the individual lifestyle. FitSciences offers their clients a variety of services and support to enable them to meet their goals. Services include Healthy Lifestyle Management, Fitness Championships and Health Expo Suite, Educational Services and Programs, Products and Supplements.

Contact:

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About Tosca Reno:

At age 40, author **Tosca Reno** found herself miserable, overweight, stuck in an unhappy marriage, and living an unfulfilled life. She was able to turn her life around and is now a successful author, motivational speaker and wellness consultant, media personality and model. Tosca has penned eleven books, including the incredibly successful *Eat-Clean Diet*® series, has appeared on numerous national television and radio programs and now travels across North America appearing at book signings and seminars to deliver her message of health, wellness and inspiration. Visit www.toscaren.com to learn more about Tosca!

For questions about this press release, contact:

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