

# MIAMIBEACH

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## MEDIA ALERT

FOR IMMEDIATE RELEASE  
June 11, 2019

### **Miami Beach Challenges Kids to Take Their Play Outside** — *Dedicating a Day of Fitness in Partnership with New Balance* —

**WHO/WHAT:** With over 40 facilities and robust parks and recreation programming, the City of Miami Beach is dedicated to powering the next generation's passion for play and pursuit of lifelong health.

In continuation of this mission, the City of Miami Beach is partnering with New Balance to launch its famed Fitness Challenge at Flamingo Park on Wednesday, June 12 from 10 a.m. to 12 p.m.

Founded in 2013 by New Balance athlete Curtis Granderson, the Fitness Challenge aims to motivate kids to get outside and get moving. The community-based event provides inspiration and encouragement to children of ages 5 to 16 through a day of engaging and challenging athletic games. The day of fitness fun will also include meet and greets with guest New Balance athletes and the Miami Marlins.

Approximately 1,250 children from Miami Beach summer camps and the Miami Beach Boys and Girls Club will be in attendance.

**WHEN:** Wednesday, June 12 from 10 a.m. to 12 p.m.

**WHERE:** Flamingo Park  
1435 Michigan Avenue

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