

KICKING YOUR WAY TO GOOD HEALTH

The Many Health Benefits of WAKA Kickball

(Herndon VA, March 5, 2008)—The health benefits of exercise are immeasurable and the World Adult Kickball Association® (WAKA) is doing its best to help. Players are able to run around, get some exercise, and hang out with friends in a fun, social environment.

“Kickball players can burn from 300-600 calories in an hour depending on the player’s weight and how intense the game is for the individual,” said Brenda Rule-Osburn, Master Fitness by Phone® coach and owner of Bodies Be Fit, LLC personal gym and fitness training. “Enjoying a sport such as kickball brings about good friendships, burns calories, and keeps the mind and body young. The old saying ‘Use it or you will lose it’ is accurate in today’s fast way of life.”

If you have been inactive for a while, a sport like kickball is a great way to get back in the swing of exercising. Beginning at a slow pace will allow you to become physically fit without straining your body. Once you are in better shape, you can gradually do more strenuous activity. “Exercise brings about mental clarity,” adds Rule-Osburn. “The healthier you are physically, the easier to deal with stress.”

Meeting new people and socializing with friends can also be beneficial to your health—helping reduce feelings of depression and anxiety. By going out as a team after the games, WAKA® provides a fun, stress-free social outlet.

And this pastime is definitely co-ed. On average, 50% of WAKA players are female and 50% male. While good looks aren’t a pre-requisite for membership, the game attracts its fair share of hotties—and offers a fresh-air alternative to Match.com. “To date, several couples have tied the knot after meeting on the WAKA field. Countless others have hooked up, found a best friend or landed a new job. Kickball is, literally, a contact sport,” said Johnny LeHane, Chief Technical Officer and WAKA co-founder.

WAKA is the brainchild of a few twenty-something guys from Washington D.C. who “just wanted to kick off some corporate steam,” said David Lowry, Executive Director and a co-founder of WAKA. Now in its 10th season, WAKA has more than 49,000 registered players in 27 states and kickball is poised to become the New American Pastime™.

Running the bases, diving for balls, and throwing out runners are all great ways to burn calories and boost metabolism. Exercise is one of the best ways to improve your mood as well as your life. So, if you need to jumpstart your health, WAKA Kickball® is just what the doctor ordered. Get out in the fresh air, have fun, and enjoy life.

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Note to Media: To set up an interview, request a press kit or B-roll, please contact 866-350-1710 or press@kickball.com. To join the World Adult Kickball Association, visit online registration at kickball.com. Depending on the division, registration costs approximately \$65 per season and includes team and division membership, an official WAKA player T-shirt, gear for the game, inclusion into the World Kickball Championship tournaments and other WAKA player perks.