



Strategic Branding Alignment Designed to Promote and Support the Growth of Businesses, While Deeply Impacting our World's Most Precious Resource...Our Youth

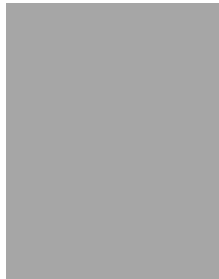
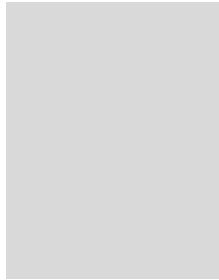
Kickin' It Kids
Learning Academy
Building Character & Respectful Social Behaviors
HomeSchool & Preschool Programs
Accredited Curriculum PreK-8

Positive Outlet Programs Enrichment Programs Leadership Programs Preparatory Curriculum

Afterschool Programs
Direct Transportation from Wenrock, Taylors Mills & ELC

Celebrity Chat Culinary Workshops 4 Spacious Acres to Explore Celebrity Supporter Workshops

KICKINIT.ORG



Kickin' It Kids
ANTI-BULLYING & LEADERSHIP CENTER
Building Character & Respectful Social Behaviors
HomeSchool - PreSchool - Afterschool - Positive Outlet Programs
Summer Camp - Mentoring - School & Community Resources
732 446-3636
WEREKICKINIT.ORG
Supporting & Empowering Children throughout Their School & Social Journey

SuperBowl Champ Plaxico BURRESS **Extremely Grateful to All Who Rally to Support the Kickin' it Kids Center!** **Boxing Champ Ray MERCER**

Boxing Champ Bobby CZYZ **MMA Champ Eddie ALVAREZ**



KickinIt.org
 501c3 National Nonprofit
 337 Iron Ore Rd Manalapan NJ
 office@werekickinit.org
 732-446-3636

Gain Visibility in a Unique Way, Tapping into Multiple Audiences of Potential Customers.

Bullying Facts:

- Over 70% of all youngsters have experienced some form of bullying
- 1 in 2 young people witness some form of bullying behavior each day
- 1 million kids are bullied every week, inside and outside of school
- 1 out of 3 students in middle and high school reported that they were bullied at school during the school year
- Annually, approx 3 mil high schoolers report some form of physical bullying; Approx 900,000 report being cyber-bullied
- Children Who Are Bullied are More Likely to Turn to Drugs, Alcohol or Other Negative Outlets to Escape

BULLYING...We're Kickin' It: **Kickinit.org** (Headquartered in NJ) is a 501c3 national nonprofit organization designed to reduce bullying behavior, improve the overall school and social climate, providing youth with the strategies to balance self-confidence, take responsibility of their own actions and positively intervene to help another. Providing school projects, intervention strategies, faculty & bus driver support, in-service workshops to create peaceful classrooms, parent/guardian groups, student mentoring programs, social media support and free resources for children and families nationwide.

The Kickin' It Kids Antibullying & Leadership Center:

- The First Center of its Kind Embracing Children from Early Childhood throughout Their School Years & Social Journey
- Preschool, Homeschool and After School Programs Include Positive Outlet and Life Skill Workshops*
- Programs include a Core Character Building Curriculum using its NJEA Endorsed program
- Values, Manners, Etiquette and Respect are Taught and Reinforced
- Providing Schools and Guardians Nationwide access to KI Lesson Plans, Character Education & Professional Development Opportunities, Anti-Bullying Tip of the Day & KI Resources to Create Peaceful Classrooms

**Positive Outlet & Life Skill Programs Include: Music, Art, Animal Care, Dance, Culinary Arts, Health, Sewing, Banking, Yoga, Martial Arts, Science, Photography, Automotive, Visual Arts, Athletics*

Kickin' Its Overall Reach & Demographics: **Kickin' It Has a World Wide Media & Video Impressions:** featuring diverse group of celebrities, artists, musicians, athletes, business owners and national corporations, showcasing their support for Kickin' It

- Gender 52% Female; 48% Male Ages: 12-65
- Over 450,000 Students Nationally are a part of the Kickin' It Commitment Pledge
- Over 1.5 million MMA fans reached during 2009-2011 Cross Country Tour with Strikeforce and Showtime
- Over 895,000 Web Impressions; encompassing a countless array of local and national media highlights
- Over 100,000+ Campaign Items Distributed to Schools and Colleges across the US
- Over 27,000 Students, Families, Supporters, Celebrities and Educators Visit the Kickin' It Kids Center Annually
- Media Supporters: Green Optic Films, Sports Courier, MMA Noise

Kickin' It is the Official Charity Partner of Action Martial Arts Magazine & Hall of Honors Event:

Action Martial Arts: (Headquartered NY) through its 25 years Action has created a strong print publication and online radio presence. Action is highly regarded organization, alignment affords Kickin' It the opportunity to develop additional platforms from which to further grow and expand a presence, driving potential customers to the brand. www.hohmega.com

Action Martial Arts Magazine, Radio Show & Website Demographics:

- Notably the largest free, full color, martial arts magazine in the U.S. with a Readership of over 98,000 persons per issue
- Subscriptions extend out to Russia, Africa, England, Australia, Egypt, Hungary, Poland, Israel, and Japan
- Over 100,000+ Weekly Internet Radio Show Listeners
- Action Martial Arts Website Receives Over 75,000 Web Hits per month
- Predominant Subscribers Occupations include CEO, Board Members, Attorneys and Doctors; Subscriber Ages 34 – 65

The Annual Action Hall of Honors Weekend, Atlantic City Tropicana:

- Over 50,000 participate in the 3 Day Mega Weekend Event that Includes Trade Show, Seminars, Tournaments and Banquets
- Noted as the Largest Dinner Banquette held at the Tropicana Over 1,500 Annually & a Recording of Over 3,500 Hotel Patrons
- The World's Largest MA Event with 5 live tournaments, 60 seminars, Movie Festival, over 30 Celebrities.
- Press Includes: 20 Online Media Outlets, 8 Print Media, 3 Film Companies and 10 Live Stream Online Outlets

Martial Arts Facts:

- In the US, there are over 30,000 martial arts schools
- 18.1 million Americans participate in some form of martial art (9.4 million adults, 5.5 million teenagers, 3.2 million children)
- An additional 50 million are spectators of Martial Arts
- 82% of those who participate in martial arts have experienced some form of bullying
- 93% of those who participate feel martial arts give confidence to avoid negative situations
- Martial artists lean towards being highly educated and relatively affluent adults



Take Action against Bullying and Strategically Align with First Antibullying Center in the Country; maximizing visibility and traffic to any brand, while impacting the lives of our youth.

A Unique Alignment that Offers Maximum Exposure into a Key Demographic with the Benefit Utilizing Kickin' Its 501c3 Nonprofit Status

Unite with the Organization:

- That Has Access to Schools and Universities Across the Country
- That Has a Diverse Group of Celebrity Supporters
- That Has a Wide Range of National Sponsors
- That Is the Making a Positive Impact in Preserve the Lives of our Youth.
- That Is the Leader in the Fight to Knockout Bullying



Humbled & Honored by ALL Those Who Continue to Support Kickin' Its Efforts to Knockout BULLYING! Every Supporter No Matter the Role Makes a Powerful Impact!!



Be a part of the 'Action' that is making the changes our youth deserves!
kickinit.org 732-446-3636 admin@werekickinit.org