



W.B. SIMPSON ELEMENTARY SCHOOL OF WYOMING, DELAWARE, SELECTED FOR PHYSICAL EDUCATION GRANT FROM GOLO AND PROJECT FIT AMERICA

NEWARK, DE – February 5, 2024 - GOLO, the Delaware-based health and wellness solutions company, and Project Fit America (PFA), a national non-profit that creates and administers fitness in education programming for elementary and middle schools, announced that W.B. Simpson Elementary School has been selected to receive a grant to support its physical education curriculum. GOLO has committed \$10,000 to support the fitness program designed by Project Fit America, which is also intended to help children build social, character, and leadership skills.

"We are excited to partner with Project Fit America to bring this unique physical education program to the teachers and students of W.B. Simpson Elementary School," said Jennifer Brooks, President and Co-founder of GOLO.

W.B. Simpson Elementary School was selected for the grant by Project Fit America after conducting an open call for proposals with all public schools in Delaware, including Kent, Sussex, and New Castle counties.

"The W.B. Simpson team is forever grateful to GOLO and Project Fit America for this grant," said Brook Fuchs, Principal of W.B. Simpson Elementary School. "We know that having students engage in physical activity leads to improved attention, better working memory, and reduces off-task behaviors. This grant will not only help us promote healthy fitness habits but will also help improve learning conditions for all of our students."

The academic focus of the grant program is to create "physically educated" children and to empower them to take personal responsibility for their health with enthusiasm. The program includes fitness equipment and a dynamic supplemental physical education curriculum with games, activities, and challenges for children. Project Fit America also provides support to the school for two years, along with on-site training with the school's physical education teacher representative. The first grant from GOLO and Project Fit America was awarded to John R. Downes Elementary in Newark, DE in 2023.

"Thanks to GOLO and Project Fit of America, our students will benefit from the exposure to an abundance of new programming and equipment, enhancing their physical, social, and developmental abilities and providing them with a fun and engaging experience they will remember forever," said Karine Thibault Scott, Physical Education Teacher at W.B. Simpson Elementary School.

Project Fit America programs are designed to help increase children's fitness levels and are customized to fit the specific needs of each individual school. Project Fit America programs are also intended to complement existing physical education programs and curricula.

"We could not be more thrilled to team up with the marvelous staff and students at W.B. Simpson thanks to the generous donation from GOLO," adds Stacey Cook, Executive Director



of Project Fit America. "GOLO's steadfast commitment to giving back to the community truly impacts hundreds of children and brings much-needed support to Physical Education in schools."

About GOLO:

GOLO has provided health and wellness solutions since 2013 and has over 4 million customers. Headquartered in Newark, Delaware, GOLO has distribution centers in Wilmington, Delaware, Las Vegas, Nevada, and Dallas, Texas, and employs over 130 people. For more information on GOLO, go to golo.com or visit the [GOLO Newsroom](#).

Learn more about [GOLO's charitable giving initiatives](#).

About Project Fit America

We are a national (501) (c) (3) charity that works at the grassroots level with schools and front-line educators to create new opportunities for kids to be active, fit, and healthy. We believe in fit kids, one school at a time. When Project Fit America comes to a school, kids never want to miss PE and teachers report they see fantastic changes not just in their students' health, but in their attitude toward fitness and healthy lifestyles. For more information, visit www.projectfitamerica.org.

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