

# About Us

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## **ABOUT US**

Celebrity Sweat® is the #1 celebrity fitness campaign that uses music and sports to motivate and inspire people to make health and wellness a priority.

Celebrity Sweat® features a behind-the-scenes look at how your top athletes and celebrities train, focusing on the importance of balancing fitness and nutrition.

A star-studded line-up motivates and inspires young and old to commit to living healthy.

Every episode and every Celebrity Sweat® event raises money for various children's charities and youth groups so they are able to purchase sports equipment and fitness gear for kids. The brand is also dedicated to supporting other philanthropic causes such as the Special Olympics, the Wounded Warrior Project, Breast Cancer Awareness, and more.

Celebrity Sweat® is a "full-circle" give-back brand, dedicated to motivating and helping others.

Celebrity Sweat® is also a proud partner of the President's Active Lifestyle Challenge and First Lady's Let's Move campaign, which focuses on combating the obesity epidemic in America.

Celebrity Sweat® is committed to making a difference in the lives of our youth, as well as in the lives of people of all ages.

Celebrity Sweat® sponsors the Annual Celebrity Flag Football Challenge® Super Bowl weekend, the Annual Celebrity Softball Challenge™ during All-star weekend, Basketball Mania® during Final Four, an Annual Post-Party following the ESPY's benefiting Breast Cancer Awareness, and organizes a series of Health & Wellness Expos in major markets across the U.S.

Celebrity Sweat® is also considering opportunities to launch a series of Fitness Centers throughout the U.S. and overseas, which would include programs for children, young adults and seniors – a 360 degree Holistic facility.

Programs would include professional input from Celebrity Sweat® Ambassadors such as Tae Bo® creator Billy Blanks®, MMA Legend Big John McCarthy, #1 Hollywood Physique Trainer Eric the Trainer, Welterweight Boxing Champion Victor Ortiz, Boxing Legend Evander Holyfield, and many others.

Partnerships are available for all Celebrity Sweat® events, as well as for product placement during Celebrity Sweat® TV programming.

Celebrity Sweat® is an Illinois corporation founded in 2011, and looks forward to continued growth, success, and a broadening of its brand nationally, as well as Internationally.

For more information on Celebrity Sweat®, or to discuss opportunities with the Brand, email us at [contactus@sppsports.com](mailto:contactus@sppsports.com), or call 1-800-725-9423 x818.