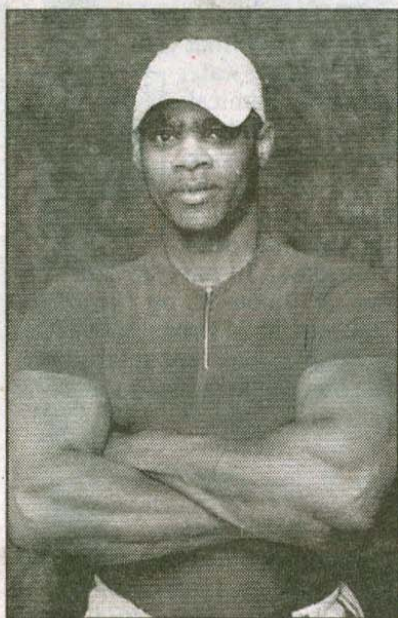


# Personal trainer tackles huge childhood obesity prevention

## Business Profile



Vincent Ferguson.

Vincent Ferguson, creator and producer of the Children's Choice Awards, which featured celebrities such as Michael Jackson, Queen Latifah, LL Cool J, Brandy, Monica and others now creates events to combat childhood obesity.

"Childhood obesity is one of our greatest health challenges," states Ferguson. "Overweight children often become overweight adults, which is why I created Body Sculpt of New York, Inc., a health and fitness not-for-profit

organization, so we could orchestrate huge events centered on obesity prevention and awareness, such as our Walk-A-Thon for Children's Health and the Children's Sports & Fitness Expo."

"With the nation combating an obesity crisis where two thirds of the adult population is obese and 19 percent of adolescents are overweight or obese, something has to be done" says Ferguson. He is a certified personal trainer, motivational speaker, author and President of Body Sculpt of New York, Inc.

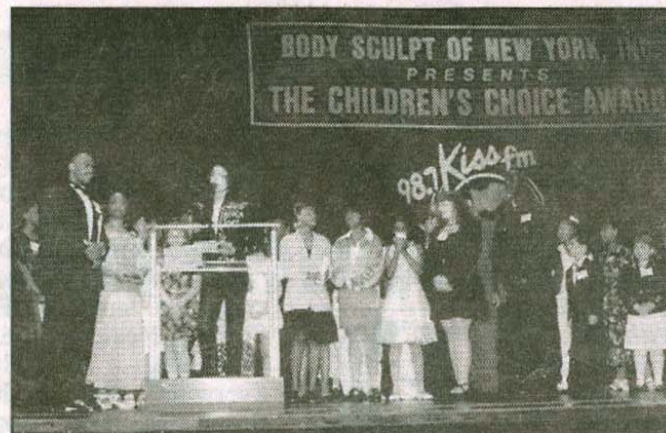
His organization's Children's Choice Awards enabled more than 500,000 children from the New York tri-state area to vote for their positive role models in film, television, sports,

music, politics and education.

"The difference with our award show compared to others was that the children not only voted, but also presented the awards to the celebrities," says Ferguson. "We also required the celebrity to attend in order to receive the award from the children."

Now in 2009, Ferguson and Body Sculpt of New York are organizing their Walk-A-Thon for Children's Health. It is an annual event in Prospect Park, Brooklyn, where children and adults participate in a 3.5 mile walk around the park.

Ferguson said walking is one of the safest and most effective ways to lose weight. The Walk-A-Thon is a prelude to the organization's semi-annual



The late Michael Jackson.

Children's Sports & Fitness Expo, which will take place in the spring of 2010. The Expo introduces children to more than 25 sporting activities, nutrition clinics and health screenings free of charge.

"I believe that if you introduce children to a variety of sports activities, they will find one they enjoy and will continue throughout their adults lives," said Ferguson.

So far the expositions have been very successful attracting up to 5,000 children each year with celeb-

rities such as 3LW, Ryan Leslie, Pretty Ricky and others lining up to show their support.

Ferguson is looking to spread the Children's Sports & Fitness Expo throughout the country, and is looking for celebrity support to help with his upcoming Walk-A-Thon and Children's Sports & Fitness Expo in the spring.

For more information on Vince Ferguson and Body Sculpt of New York, Inc. visit [www.bodysculpt.org](http://www.bodysculpt.org), or contact Jihan Jude, at [jjude@bodysculpt.org](mailto:jjude@bodysculpt.org).