

NEW YORK, NY, September 21, 2013 **/24-7PressRelease/** -- On September 24th NY Giants Punter, Steve Weatherford, and local non-profit, Wellness in the Schools (WITS), will host a launch event at PS 59, 233 E 56th Street, 10:30 am to announce Weatherford's new role with the organization as Head Coach.

I am truly blessed to have an opportunity to contribute to the health and well being of NYC's youth," said Weatherford of the appointment," and I'm really looking forward to getting these kids in shape - we are going to have a great time."

Weatherford, an avid supporter of children's organizations also including the NJ Boys and Girls Club, will join the WITS team starting in the 2013-2014 school year as Head Coach of their Coach for Kids program. Through Coach for Kids WITS brings trained coaches onto public school recess yards to encourage even the least active children to engage in fun and healthy physical activities and actively combats schoolyard bullying by building positive social skills through play. Weatherford will lead the program by providing training to the WITS Coaches, developing quick and fun exercises and activities for students, and serving as a mentor to families by offering weekly food and fitness video tips. Weatherford will also serve on the WITS Advisory Board.

"Bringing NY Giant Steve Weatherford on board as Coach for Kids Spokesperson and Head Coach marks a critical step for the growth of Coach for Kids," said WITS Executive Director Nancy Easton. "Steve's talent, combined with his focus on fitness and health make him the perfect role model for our kids. Steve's reach will help us to bring Coach for Kids to more students in NYC and across this country."

WITS and Weatherford will officially announce the partnership with a special WITS Play Day at PS 59 in Manhattan. Weatherford will lead the students of PS 59 in a recess activity, give them tips for eating well and staying active, as well as managing self-esteem and dealing with bullying. WITS Executive Chef and Cook for Kids Spokesperson, Bill Telepan, will join for the announcement and workout with the students.

"I know the importance of regular fitness on a daily basis, whether a professional athlete, or a lay person like me. It will be great having Steve on board to bring excitement and attention to our Coach program," shares Telepan.

About Steve Weatherford Steve Weatherford, punter for the New York Giants, is nationally

recognized for his extensive philanthropic work, with his primary outreach focused on children, health and fitness, and family. In addition to being named Head Coach for Wellness in Schools, Weatherford is Health and Fitness Ambassador of the Boys and Girls Club of New Jersey, serving as a role model, mentor, and fitness and nutrition coach to more than 80,000 kids throughout NJ. He also serves as spokesperson for Second Chance Toys, the Breast Cancer Awareness Foundation and The Steve Weatherford Charity for Ghana, Rush the Punter and Kicks for Kids. In 2013, Weatherford was recognized for his outstanding community service by the NY Giants organization with the coveted Wellington Mara Award. Weatherford has also been noted for his physique and strength, uncommon for a special teams player. Featured Men's Fitness, for his "maniacal" workout routine, teammates call Weatherford the "strongest player pound-for-pound" on the team. About Wellness in the Schools

Since its inception in 2005, Wellness in the Schools has worked to inspire healthy eating, environmental awareness and fitness as a way of life for children in public schools. Through meaningful public/private partnerships, Wellness in the Schools creates hands-on programs such as Cook for Kids, Green for Kids and Coach for Kids. These programs provide healthy foods, healthy environments and opportunities for regular play to help kids learn and grow. WITS is currently in 50 NYC schools, 12 schools in Eastern Kentucky through a partnership with Save the Children, and 3 Florida public schools in a pilot partnership with the Florida Department of Agriculture.

For more information, please visit:<http://www.wellnessintheschools.org>