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KCFitnessLink selected to lead youth yoga program across 10+ schools

KCFitnessLink has been selected to implement Hip Hop for Health: Hip and Fit Project, a youth yoga and fitness program for at risk students in Wyandotte County. The full program is being developed and managed by Associated Youth Services (AYS), a non-profit agency which caters to underprivileged youth in crisis situations. The program is a partnership between AYS and the Kansas City Kansas School Districts.

The program is being developed amid a national problem with growing rates of overweight and obese kids. And the problem is even more acute among African American and Hispanics and those of lower socio-economic statuses. Wyandotte County schools boast a high African American (45 percent) and Hispanic population (33 percent), and at least 73 percent of the students come from households below the poverty level.

The Hip Hop Project will expose pilot groups of 20 youth over a three month period to lifelong healthy behaviors. The youth will have access to special school health fairs, health screenings, nutrition education and physical activity programs involving yoga and group fitness.

Offering yoga in the program is a great way to expose the youth to more than sports development, which is generally emphasized in physical education classes at schools. Many youth never connect with group sports and never understand that lifetime fitness doesn't have to be associated with playing a sport. Yoga will also be beneficial as a stress reliever and mental enhancer to groups of kids who face significant life challenges.

KCFitnessLink is proud to be a crucial player in the development of the project, which is expected to extend across Kansas on a larger level. KCFitnessLink trains yoga instructors in its 500 hour teacher training curriculum to provide yoga to youth, seniors, expecting moms and athletic populations.

About KCFitnessLink

KCFitnessLink is Kansas City's leading mind-body fitness studio and school, providing consumer and corporate holistic health programs and nationally recognized educational training for fitness professionals. KCFitnessLink is the only registered yoga school with Yoga Alliance in Kansas City, MO. www.kcfitnesslink.com

About Associated Youth Services

Associated Youth Services (AYS), located in Kansas City, Kansas, provides crucial intervention and programs to underprivileged youth in crisis situations. For over 35 years, AYS has served as a community anchor for youth services in Wyandotte County and the State of Kansas, working to advance the social, educational, emotional and overall health and success of youth and families. www.aysusa.org