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“O2 MAX and ASSEMBLIES IN MOTION PRESENT 2nd ANNUAL ENERGY ROCKS!”

Free music and fitness festival to inspire L.A. teens to get healthy and stomp out youth obesity. Alyssa Milano serves as Honorary Chair.

NEWS FACTS

- The 2nd Annual **ENERGY ROCKS!** spectacular, presented by O2 MAX and Assemblies in Motion, will kickoff in the Front Lawn of the Beverly Hills High School in Los Angeles, California at 12:00 PM on Sunday, September 30, 2007.
- Teen fitness experts, **O2 MAX** in conjunction with **Assemblies in Motion**, a non-profit program for at-risk youth, founded ENERGY ROCKS! in an effort to combat teen obesity.
- **ENERGY ROCKS!** will feature live music, Hoop Masters Basketball, competitions, prizes, a 1-mile Run-to-Rock, NIKE Trial Van (to demo Nike foot wear and iPod accessories) AYSO soccer clinics, Polar Heart Rate monitor demos, The Princeton Review health-related trivia, obstacle course, Budokon, workouts, free nutrition and skincare consultations, prizes and giveaways.
- Participating companies and sponsors include Nike, Neutrogena, Polar, FUZE beverages, Naked Juice, E! Networks, LARABAR, Scratch DJ Academy, American Apparel and The Princeton Review.
- After a successful first run last year, O2 MAX and Assemblies in Motion have partnered together for a second year to continue to spread their message of teen fitness and a healthy lifestyle in a light that is favorable to teens.



Purpose-built O2 MAX del.icio.us page for more information about ENERGY ROCKS!

RSS feed to purpose-built O2 MAX del.icio.us page

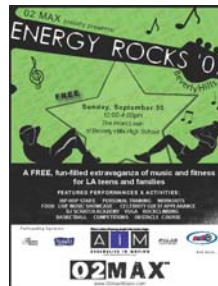
MULTIMEDIA ELEMENTS



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QUOTES, ATTRIBUTABLE TO KAREN JASHINSKY, FOUNDER & CEO, O2 MAX

- *“O2 MAX bridges all the social and academic aspects of teen life in one dynamic setting. It’s anew cultural venue in our society where fitness, music, academics and social networking come together in one place. It’s a” My Space meets Starbucks.” College campuses have a Student Union that serve as a central meeting point. O2 MAX is that for teens.”*
- *“Energy Rocks is a free festival that integrates fitness, music, community and academics. It’s a day to discover that healthy choices and a healthy lifestyle can actually be cool. Additionally, our partnership with Assemblies in Motion showcases the power of bringing movement, music and fitness together in a dynamic and creative way.”*
- *“The teens themselves are our most powerful asset. They were the inspiration for the creation of O2 MAX and their voices will continue to guide us in everything we do.”*

Please contact **Pam** to schedule an interview

ABOUT O2 MAX

O2 MAX does fitness training and nutrition counseling exclusively for teens. Next month they will open their first ‘fitness hub’ at the Spectrum Club in Manhattan Beach, a pioneering break-thru at the adults-only facility. O2 MAX @ Spectrum will be a “third space” destination for teens that combines fitness with key elements in their daily lives – music, technology and social networking. In addition there will be a homework Lounge and onsite tutoring by The Princeton Review. To learn more, visit the O2 MAX homepage at <http://www.o2maxfitness.com>.

ABOUT ASSEMBLIES IN MOTION

Assemblies In Motion is a non-profit 501(c)3 organization dedicated to developing positive life skills and self-expression in at-risk youth through writing and performance programs that enhance academics, self-confidence and tolerance for diversity. To learn more visit the Assembles in Motion at <http://www.hearteducation.org>.



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