FIT 4 THE CAUSE™ Fitness Flash Mob Non-Profit Achieves 501(c)(3) Status
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New non-profit accelerates at Superhero speed
501(c)(3) status, board, celebrity advisors secured in 90 days

FIT 4 THE CAUSE™, a non-profit that combines social media-fueled flash mobs with fitness education and philanthropic giving, recently received its 501(c)(3) non-profit determination in only 90 days!

Founder, Chair and President Cindy Rakowitz has parlayed that momentum by securing a board of directors that includes celebrities FOX Sports broadcaster Tomm Looney, actor and director Paul Michael Glaser and actress/stuntwoman Caryn Mower. Neurological specialist Dr. Lorne Label - previously chief of staff of the Los Robles Medical Center and Clinical Professor of Neurology at UCLA has also joined to its Board of Directors.

PR Guru and Author Rakowitz, who recently received her ACE (American Council on Exercise) Certification indicates “Now we are poised to operate a serious, successful strategic business.

FIT 4 THE CAUSE™ raises money and awareness for local and national health needs by staging flash mob-style group exercise programs led by professional instructors and live DJs. Participants and spectators are encouraged to donate to the designated cause. Since each event features unique themes, diverse exercise disciplines and a variety of health related causes, FIT 4 THE CAUSE™ guarantees a unique educational experience complementing the traditional gym workout.

Past events have raised $5,000 in one hour for Cancer Support Community VVSB thanks to a corporate match from host WellPoint Anthem Blue Cross, $1,000 for a local Thousand Oaks man suffering complications from Type II Diabetes and $1,200 for a 2 year-old girl who is fighting Lymphoma. This quarter’s schedule includes a cardio kickboxing style Halloween event benefitting Paws 4 Healing at Borderline and a healing yoga event benefitting Alzheimer’s Foundation in November. A large Zumba party is set to take place at Yerba Buena Elementary school in September benefitting FIT 4 THE CAUSE.

There are larger initiatives in the works that will help fund this 501(c)(3) start-up. FIT 4 THE CAUSE™ is currently shooting a 4-color Holiday Fitness Pro Calendar featuring the crème de le crème of Conejo Valley-based fitness instructors who volunteer their time with the organization. Board director and licensed nutritionist, Danielle Maina will feature a nutrition tip for each month of the year. A special FIT 4 THE CAUSE™ team will raise money through participating in the 2015 World Famous Mud Run® at Camp Pendleton in June. Finally, a local formal Gala is in the works for September 2015 that will feature top-of-the-line entertainment and allow a black Tee optional dress code to replace the traditional black tie.

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We have created a formula where concentrated energy, music and community all blend together to raise money for the greater good,” Ms. Rakowitz said.

By 2015, FIT 4 THE CAUSE™ hopes to expand its reach by working with medical professionals to develop and lead programs for special needs populations who can benefit from tailored group exercise programs, Ms. Rakowitz said.

Sociologically, the times are ripe for ambitious fitness education. The recently adopted Affordable Care Act has created a “Wellness Revolution.” Americans now have to become more healthcare aware and take better care of themselves. Staying fit along with perpetual health education has become essential as we take charge of managing our bodies and our minds. The same innovation occurred in response to the Industrial Revolution and the Sexual Revolution. It is time to join the “movement.”

FIT 4 THE CAUSE™ produces diverse group exercise events to empower, educate and raise funds for health-related causes, qualified individuals and special populations. For more information, visit www.fit4thecause.org or check out our Facebook page and LIKE us to learn about upcoming events.

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