



GlobalFit Partners with Kurbo: giving Members Access to a Weight Loss App for Kids, Teens, and Families

GlobalFit continues to add innovative weight loss options to Gym Network 360

PHILADELPHIA, April 29, 2016 /PRNewswire/ -- GlobalFit, a leading provider of integrated fitness solutions for corporations and insurers, is excited to announce its strategic partnership with Kurbo, an online weight loss program for kids, teens, and families delivered through a mobile device application.

Kurbo kids and families receive weekly video consults and goal-setting with a trained, professional coach via Skype or Face Time, a mobile app to track food and exercise, and daily support from a team of experts through emails, text messages, and in-app games and videos.

The science behind Kurbo is based on the renowned Stanford University Pediatric Weight Control Program, which includes a "traffic light" system designed to place types of food in three different categories: red light, yellow light, and green light. Users are given a limited allowance of "red light" foods, such as ice cream and bagels. Yellow light foods are foods in the middle, meaning they're okay in moderation, and green light foods can be approached with an "eat as much as you want" mentality.

"In the last three decades, childhood obesity rates have tripled and today children and adolescents can account for up to 15 percent of a typical employer's health care costs. This impacts employers not only with direct medical cost increases but also indirectly through parents' lost productivity and engagement. Partnering with Kurbo gives us the opportunity to offer a program that helps families work together to create healthy habits and achieve successful weight loss," said Merideth Harrington, GlobalFit Senior Vice President of Marketing.

GlobalFit will continue to add more programs and build strategic partnerships with companies who appeal to their client base of 70 million employees and insurance members all over the country.

Find out how to add GlobalFit to your wellness program www.globalfit.com

About GlobalFit:

GlobalFit provides corporations with integrated fitness solutions to enhance their wellness offerings. With over 24 years in the corporate wellness space, GlobalFit connects fitness with rewards by providing your population with a simple reimbursement option and supporting solutions to guide them in reaching their wellness goals. GlobalFit's Gym Network 360 offers a comprehensive suite of programs focused on the essential components of wellness: exercise, eating, and education. Your population gains access to exclusive pricing and flexible membership options at over 9,000 gyms and studios nationwide, healthy eating programs, and more. Plus, GlobalFit's FitBucks Rewards is a simple and flexible solution to reimburse employees for making healthy choices and encourage them to invest in their health.

About Kurbo Health

Kurbo Health provides the only mobile health-coaching solution designed specifically to help children and families lose weight and develop healthy eating habits. Kurbo's comprehensive solution includes a mobile app, an easy-to-use traffic light system for tracking food, and 1-1 support from well-trained coaches. The program empowers participants to learn better eating habits, increase their activity levels and take control of their weight. Kurbo licensed the Stanford University pediatric weight control program and turned it into a mobile platform. The result is a high-tech, high-touch program that is achieving exceptional outcomes. Kurbo Health enables employers, health plans, and providers to achieve outstanding weight management outcomes for children and their families. For more information, please visit www.kurbo.com

Contact:

Teague Reese
PR Coordinator, GlobalFit
treese@globalfit.com
(215)320-4219

Reference:

(1) <http://www.businessgrouphealth.org/pub/f312aec3-2354-d714-51ef-520ecd67dbfc>