

Executive Summary

Bell/MEAC Inc. strives to promote healthy lifestyles and combat childhood/adult obesity by providing to all skills, ages, economic groups an opportunity to learn to play One of America's favorite new games -- Tagball". While improving our health welfare offers an opportunity of improvement in in school performance, health and psychological issues.

Tagball is a multi-facet product and sport. Tagball can help benefit the quality of life in communities because its inclusive concepts regarding what is required psychologically, and physically. Recreation programs benefit individuals, families, businesses, schools, recreation programs, colleges and universities. Tagball can be played by almost all ages, skills, income groups, cultures which creates a vehicle for cultural and positive health practices.

However, due to television, computer games, reduced time for school PE, funding, and fast food, people, especially children do not get play time opportunities. Today's population can be stunted by receiving most of their stimulus and life experiences through television, and or computers. many are only able to use sense of hearing and sense of sight. This can be not only negative regarding perceptual abilities, but overall health in general. Stationary games and activities robs one from the basic normal physical performances. Healthy physical performance can help offset symptoms of ADHD, depression, sleep and proper weight control. Exercise helps to develop a person, especially children's brain and physical function.

The national Center for Chronic Disease Prevention and Health promotion reported that the prevalence of obesity among children aged 6-11 more than doubled in the past 20 years, going from 6.5% in 1980 to 17.5% in 2006. The rate among adolescents aged 12 to 19 more than tripled, increasing from 5% to 17.6%. Childhood obesity and lack of the lack of exercise has many root causes.

Clinical studies show that sports and recreation programs can help youth establish lifelong healthy physical activity patterns. Regular physical activities can ward off life threatening diseases and promote healthy human functions, according to the President's Council on Physical Fitness.

Tagball is a viable physical fitness alternative to traditional sport games because it reinforces fun and fitness. Many traditional sports have become magnets for elite size, gender, and skilled participants. Tagball was created to provide recreation and sport activity for all especially the children who appear left out physically and psychologically to have equal opportunity for fitness and organized sports.

Tagball plans the following objectives:

To establish Tagball Sport membership and sport leagues year round.

To establish several Tagball sports, such as Dodge tagball, Capture the Flag Tagball, and Tagball Touch Football.

To establish college and university coed intramural participation.

To help decrease youth obesity and enhance youth health and fitness for all especially youth between ages 5 -17.

To reduce the fear of participation due to size, gender, injury, and fear of failure.

To enhance positive peer pressure associations and self-esteem.

To provide youth with the tools to create more team building opportunities with other youth who are already engaged in traditional sports.

Finally, the mission is to offer a new non injurious and dynamic sport alternative sport program increasing both sport participation rates among youth and contributing to healthy development, while positively impacting their overall well-being and life styles.

The key to promotional success maybe;

Utilizing the help of those celebrities who see the need for the promotion of Tagball.

The recruitment of participants, fitness and sport activist to promote the sport and development of Tagball sport teams.

The recruitment of corporate support and grants to develop the Tagball program, especially to reduce youth obesity.

Maintaining a high approval rate of parents, sport activists, and participants regarding a fun and fitness option.