



... America's Favorite New Game ...



Bell/MEAC, Inc.
TagBall Division

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1. Executive Summary

Bell/M.E.A.C., Inc. strives to promote healthy lifestyles and combat childhood/adult obesity by providing disadvantaged, underserved children the opportunity to learn to play 'America's Favorite New Game – TagBall' and improve their academic skills in a structured format.

Along with access to recreation facilities and open spaces, the availability of a wide range of recreation programs and leisure opportunities is the key to the quality of life in any community. Recreation programs benefit individuals, families, businesses, neighborhoods and households of all ages, income levels, cultures and abilities, creating environments that engage people in positive activities.

Unfortunately, due to television and computer games, children today don't play outside as much as their parents did. When children get their life experiences through television and/or computers, they're only using their sense of hearing and sense of sight. This can affect their perceptual abilities, as they get older. It's imperative that children play. This helps them adapt to real world situations. However, TV and video games merely rob our children of their free time. It deprives them of the elements.

It's unfortunate, but most children do not get the eight to ten hours of exercise per week recommended by child fitness experts. Healthy outdoor activities are said to help many children with symptoms of ADHD, depression, and to sleep better at night. Exercise helps to develop a child's body and brain.

The National Center for Chronic Disease Prevention and Health Promotion reported that the prevalence of obesity among children aged 6 to 11 more than doubled in the past 20 years, going from 6.5% in 1980 to 17.0% in 2006. The rate among adolescents aged 12 to 19 more than tripled, increasing from 5% to 17.6%. Childhood obesity and lack of exercise are not the only issues that face students, but definitely contribute in a major way to their overall well being and life style. This rampant epidemic is fully attributed to lack of exercise, proper nutrition and or physical and recreational activities.

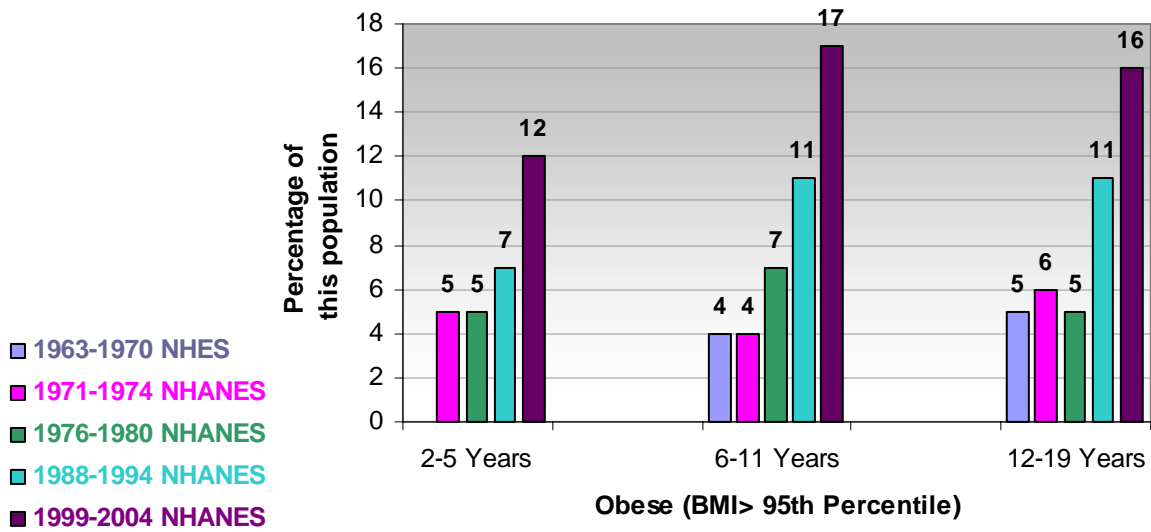
Clinical studies also show that sports and recreation programs can help youth establish lifelong, healthy physical activity patterns. Regular physical activities can ward off life threatening diseases; reduce feelings of depression and anxiety; help control weight and obesity; and build and maintain healthy bones, muscles, and joints, according to the Presidents Council on Physical Fitness.

There are many factors that contribute to causing child and adolescent obesity, some of which include:

- Lack of regular exercise (physical activity)
- High frequency of television viewing, computer usage and similar behavior that replaces the time that could be used for physical activity.
- Eating habits
- Environment/surroundings

The children of the nation's core must have the opportunity for a successful start in education and sport regardless of age, race, gender, family composition, income or community. In response to this significant disparity, TagBall, a viable alternative to traditional forms of sports and exercise, was created to provide a sports program necessary for children to have equal opportunity for organized sports.

Highlights



SOURCE: Centers for Disease Control and Prevention, National Health and Nutrition Examination Survey for 2003 and 2004.

NOTE: NHES = National Health Examination Survey. NHANES = National Health and Nutrition Examination Survey

NOTE: Data for 1963 to 1965 are for children ages 6 to 11; data for 1966 to 1970 are for adolescents 12 to 17 years instead of 12 to 19 years.

1.1. Objectives

- To establish TagBall Sports Leagues and introduce competitive events.
- To offer an alternative non-contact sport.
- To increase participation in sports and recreation nationwide.
- To enhance fitness levels for all, especially youth ages 5-17.
- To reduce obesity, fear of participation and injury in youth.
- To enhance positive peer pressure association 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.

1.2. Mission

Bell/MEAC, Inc.'s mission is to offer a no contact sport program increasing both sport participation rates among youth and contributing to healthy development, while positively impacting their overall well being and life styles.

1.3. Keys to Success

- Utilizing the school system as well as youth and fitness clubs to promote TagBall and recruiting team coaches.
- Recruiting more corporate support for the program.
- Maintaining a high approval rate with parents and youth.

2. Products and Services

TagBall is a sport that all ages can participate in and enjoy as individuals or in groups regardless of gender, and is compatible for all physical and athletic abilities. Importantly, the sport employs strategies that assist individuals in developing self discipline and improved muscular coordination. TagBall was invented by Phill Bell, Jr. of Bell/MEAC, Inc. and has evolved into a viable alternative to traditional forms of sports and exercise. The sport will vastly improve fitness without physical contact, fear of rejection due to lack of size or gender.

The therapeutic component of using TagBall with Bell/MEAC clinical clients helps clinicians reduce negative social and violent behavior exhibited by their clients. This is accomplished by introduction and training in a safer option to participating in physical contact sports such as football. This is especially effective for those who do not have the athletic skills required for football and other contact sports. TagBall provides participants with a fast paced and exhilarating fitness enhancement activity with out the need for physical contact sports.

The game of TagBall can serve as a behavior modification tool that helps to reduce negative social attitudes and violent behavior. It has also proven to be a useful tool as a deterrent for youth who might otherwise be involved in violent youth gang activities. In addition, it has proven to be helpful in providing existing and potential gang members a supportive group activity that is not focused on violence.

TagBall Sports League Division

Bell/MEAC, Inc. TagBall Sports League Division was established in 2002 to provide active individuals in the Washington, DC Metropolitan area with a venue for recreational sports activities, fellowship and opportunities for community services. TagBall League offers organized student and adult leagues for coed activities. The primary focus of current activities is for youth in the Bell/MEAC, Inc. target market communities. Ultimately, Bell/MEAC TagBall Leagues will include private leagues for corporations, businesses or private groups that are interested in forming their own leagues.

Staff

- The TagBall League Division staff is composed of the following positions:
- League Recruiter - Teams
- League Recruiter - Players
- Administrative Assistant
- Referees and equipment handlers will be employed part time on an as-needed basis.

The Game

TagBall can be played indoors or out year round by teams in a league or by a group of kids in the backyard. The sport is a combination of two popular games; Capture the Flag and Darts. The game is an organized and fast-paced sport that promotes team building and excitement with the same type of adrenalin rush as football and/or paintball. In addition, it can be adapted to most favorite games like:

- Football
- Baseball
- Paintball
- King of the Hill

The game is composed of different shaped, fairly soft projectiles, (round or square) that have a felt-like material cover. When the projectiles are thrown, they stick to the felt like vests that are worn by the opposing players. Each vest has two Bull's Eye targets printed on both the front and the back. In a team play situation each team has similar colored vests, and wears different colored arm bands or hats to define each team.

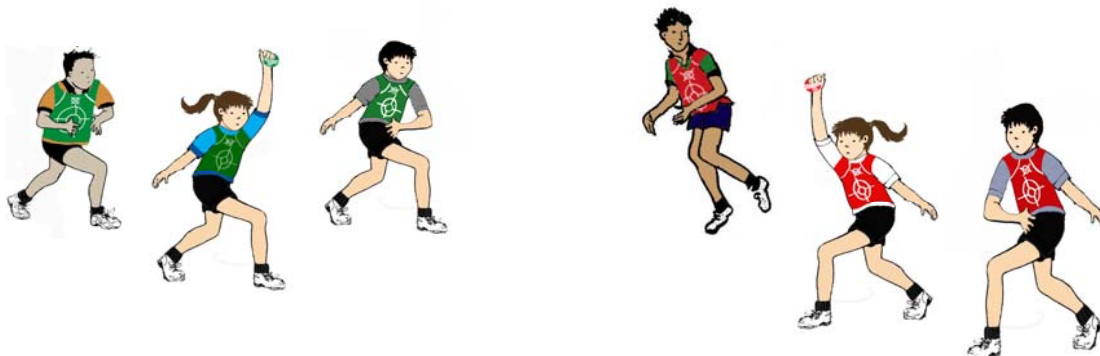
Tag

Game Play: One person is "it" and has all of the balls. The person that is "it" will try to eliminate as many players as possible, as quickly as possible, by sticking them with the TagBall



Teams based on colors

Game Play: Each team tries to eliminate players on the opposing team by sticking them with the TagBall. The team with players remaining is the winner.



Total Elimination

Game Play: No teams - every person for themselves. Once a person is struck with a TagBall, they are "out". The last person remaining is the winner.



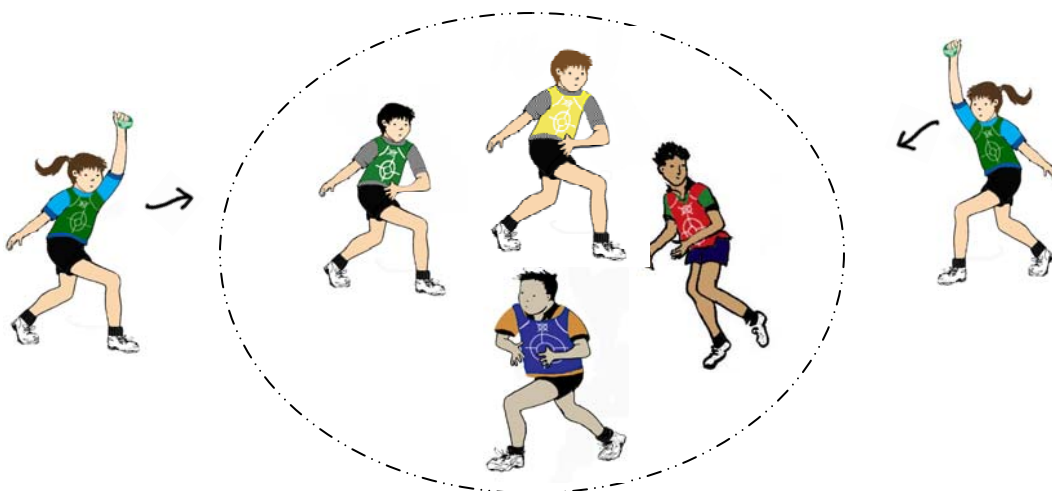
TagBall Flag Football

Game Play: The game play is the same as Flag Football however; instead of taking a flag the opposing team attaches the ball to the vest of the runner. The game has a few exceptions:

- There is a four second count before rushing the quarterback.
- There are five-nine downs depending on the size of the field.
- There is no blocking or rough hitting.

TagBall Dodge Ball

Game Play: Players determine the size of the playing field. Playing field (court) gets divided in half with two players playing on the ends (one on each end), while the remaining players play in the center. The players on each end will try to stick the players in the center with the TagBall. A person is considered out when they are stuck. Winner is the last player remaining.



These are only a few foundation games that can be played with TagBall.

Products

Vests

The vests are designed with a bull's eye target printed on each side, both the front and back. They are comprised of a pair of torso-shaped pieces of heavy felt material. Each vest has a pair of shoulder extensions and a pair of side straps made of an elastomeric material. They are available in four colors; red, blue, green and yellow.



Safety Goggles

Safety goggles are worn to protect the eyes as the TagBall balls are thrown in game play.



Wrist Holders

Wrist holders are designed with velcro to hold extra TagBall balls during game play.



TagBall Balls

TagBall balls are designed with velcro which enables them to stick to the vests and wrist holders during game play.



2.1. Company Summary

Bell/MEAC, Inc. is a holistic support program serving the greater Washington, Northern Virginia and Maryland areas since 1989. At present, Bell/MEAC Inc. is promoting the Founder/CEO's patented sport's tool called TagBall for improving fitness without contact, and fear of rejection due to skill, size, gender and injury.

2.1.1. Company Ownership

Bell/MEAC, Inc. is a privately held close corporation owned by Phillip Bell, Jr.

2.1.2. Company History

After graduating from high school, Phillip Bell, Jr., Founder and CEO of Bell/MEAC, Inc. attended Howard University and Cheyenne State College before earning a Bachelor of Arts degree in Psychology from Bowie State University. Phillip went on to earn a Master of Arts degree in African American Studies from Vermont College. Mr. Bell is a pioneer and innovator with over 25 years of practical teaching, mentoring and counseling experience. Out of his love of sports and compassion for children, Phillip was compelled to establish Bell/Metropolitan Educational Achievement Club. Bell/MEAC, Inc. was established in 1987 on the principle to provide a positive atmosphere for building self-esteem, self-identity, cultural awareness, character, overall fitness and health. His organization has helped many children to become productive members of society, many children that would have otherwise fallen through the cracks.

Phillip has a proven track record of success in the development and creation of a program that has led to improvement of self esteem, academics, fitness and social behavior of youth. In addition, Mr. Bell's education and training combined with his extensive experience enable him to fully understand and meet the needs of troubled youth by offering a program that provides a balanced atmosphere where youth and their families can improve their communication and understanding of the true meaning of life.

3. Customer Rants and Raves

★★★★★ [Tagball](#)



.... I bought a couple of their Tagball game kits, and it's been non-stop fun for my kids. It's nice to have them play a game where they keep going and going, but I don't have to worry about them getting hurt. Really has built up my youngest son's self-esteem!February 27, 2008 by [NotifyUSA.com](#)

.... Testimonial from one child (age 9): Informed this kid never played an organized sport simply felt left out or simply not good enough to play. This same kid played the game on Saturday and loved it as well as felt apart and not singled out as a non-athletic person. The parent was thrilled and wanted to purchase the game for Christmas gifts and a mouthpiece to fellow friends.... September 6, 2008 YBOA Event