



Celtics Captain Paul “The Truth” Pierce Announces Innovative Activity Watch to Inspire & Incentivize Youth to Get Fit Through His Truth on Health Campaign

Paul Pierce Activity Watch Features Specialized Sensor That Tracks Physical Activity & Motivates Kids to be Active Through Rewards & Incentives

BOSTON (February 4, 2010) – Eight-time NBA All-Star Paul Pierce today announced the signature component of his Truth on Health initiative - the Paul Pierce Activity Watch powered by Switch2Health (S2H). This innovative device tracks physical activity and motivates kids to be active through rewards and incentives. Children from across the country can sign up at the Truth on Health website, to be a part of his fan club turned “fit” club and purchase the Paul Pierce Activity Watch for \$29.95 at Pierce’s newly-launched web site, truthonhealth.org. One hundred percent of the proceeds directly support the Truth on Health.

Paul launched his FitClub34 from Harvard Pilgrim, which is a rewards-based exercise and nutrition program that provides children with the information, resources, and tools necessary to become more active and physically fit. The program provides monthly challenges, age-appropriate exercise routines, healthy recipes, and rewards-based incentives for its participants. Members are required to pledge to lead a healthier lifestyle by eating healthy and exercising for 60 minutes a day.

FitClub 34 from Harvard Pilgrim directly supports thousands of children through partnerships with community groups throughout the region. Participating community groups include Boston Centers for Youth & Family Services, CAVU Health Centers and the Josiah Quincy Elementary School in Boston. FitClub34 from Harvard Pilgrim rewards program participants with regionally-based prizes and incentives including the opportunity to meet Pierce, attend Celtics games in his personal suite, tickets to see him live at the Garden and discounts at local participating retail outlets.

To celebrate the release of the activity watch, Pierce donated more than 400 of the devices to Josiah Quincy students as a reward for their active participation in FitClub34 from Harvard Pilgrim and for fulfilling their promise to eat healthy and engage in 60 minutes of daily physical activity.

“In my line of work, staying active and eating well is a must. However, you need your health in order to lead a successful life no matter what you do, so I am thrilled to introduce the activity watch which makes being active a lot more fun – it is a great tool for kids to track their progress and win prizes – and we are offering great prizes like iPods, Nintendo Wii’s – so the incentive is there!” said Pierce. “Through my partnership with Switch2Health, we make exercising fun by providing great rewards to kids who are truly committed to living a healthy lifestyle. Our goal is to make a difference in the lives of as many children as possible.”

S2H is leading the charge to improve the health and wellness of people through motivation and rewards. In addition to adopting the S2H functionality as a core component of FitClub34, Pierce is partnering with the company as an equity holder, will serve on its Board, actively promote the S2H brand through his Truth on Health Initiative and advise the company on healthy lifestyle programs for children.

The Paul Pierce Activity Watch features S2H’s patent pending sensor technology and proprietary algorithm to monitor and track physical activity. Once 60 minutes of activity is completed, the device displays a unique reward code which FitClub34 members enter into their personalized section of the website, truthonhealth.org. The site tracks and accrues the points which can be redeemed for the rewards.

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The truthonhealth.org website also contains videos of Pierce demonstrating a variety of fun, easy-to-learn exercises, the All-Star's personal fitness regimen and diet and tips on how to create healthy and delicious meals at home.

The exercises, which are showcased in 5-7 minute vignettes, teach kids and families safe, effective and age-appropriate workout routines. They will also be available through Comcast's On Demand service on the Celtics On Demand Channel throughout the Celtics season.

In addition to FitClub34's title sponsor Harvard Pilgrim, other FitClub34 and Truth on Health sponsors include USI, Comcast, Comcast SportsNet, Mike-FM, CAVU, Liberty Bay Credit Union, Boston Center for Youth & Families, and Tufts Medical Center.

About the Truth on Health

Paul Pierce created the Truth on Health as the main focus to his Truth Fund with the goal of building a sustainable, replicable model to prevent childhood obesity in America by providing the incentives and resources for young people lead healthier lifestyles. He launched his commitment to fight childhood obesity at the Clinton Global Initiative in September, 2009 and hopes his Paul Pierce activity watch powered by Switch 2 Health will help kids to track physical activity while motivating them through rewards and incentives resulting in an innovative way to be active while having fun. Anyone can sign up to participate in this great program by going to truthonhealth.org.

About FitClub34 from Harvard Pilgrim

FitClub34 from Harvard Pilgrim is a rewards based fan club turned "fit" club that provides children with the information, resources, and tools necessary to become more active and physically fit. Members must make a promise to lead a healthier lifestyle by eating healthy and exercising for one-hour per day. Members receive the Paul Pierce Activity Watch, powered by Switch2Health (S2H), to track their physical activity, receive a rewards code and accrue points to win a number of prizes including an iPod Nano, Nintendo Wii, a Paul Pierce signed jersey, or the chance to meet the All-Star. Anyone around the country can join and participate online. FitClub34 is supported by title sponsor Harvard Pilgrim. Other partners include Comcast, Comcast Sports Net, Mike FM, Liberty Bay Credit Union, CAVU, Tufts Medical Center, USI and the Boston Center for Youth and Families. For more information, visit truthonhealth.org/fitclub34

About the Truth Fund

The Truth Fund was founded by Boston Celtics co-captain Paul Pierce in May of 2002. It was developed as a means for Paul to streamline all his charitable efforts and make an impact on the lives of disadvantaged youth in the Greater Boston area as well as in his hometown of Inglewood, CA. The Truth Fund provides Paul with a direct reach into communities, enabling him to make a significant impression in the lives of children, not only as a dedicated athlete but also as a role model and citizen. Its newest initiative, the **Truth on Health Campaign**, is designed to help encourage and inspire young people to lead healthier lifestyles. The Truth Fund is a 501 (c) (3). For more information, visit www.paulpierce.net.

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