



For Immediate Release

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SCUSD Students to Test New Movement Meter

Sequoia Elementary students to receive free 'Zamzee' fitness motivator developed by Bay Area tech startup

December 5, 2011 (Sacramento): Sequoia Elementary School students will receive a new fitness motivation product on Tuesday (December 6), courtesy a Redwood City high-tech startup.

Students will participate in a product test of Zamzee, a movement meter and online incentive program that offers rewards to children for being physically active. The more students move around during the day, the more points are recorded on the Zamzee website. The points can be used as currency to purchase items, such as stickers, iPod ear buds and store gift cards. In addition, parents can deposit money in a child's Zamzee account as further incentive.

About 200 students at Sutter Middle School and 75 at Sequoia volunteered to participate in the Zamzee test. Participating children will also receive \$5 in their accounts from the company to kick off the program.

Zamzee is a spin-off from HopeLab, a nonprofit founded by philanthropist Pam Omidyar, wife of eBay founder and chairman Pierre Omidyar. Zamzee recently received the San Mateo County Economic Development Association's Aspiring Innovator award.

WHAT: Zamzee presentation at Sequoia Elementary School
WHEN: 2:25 p.m. Tuesday (December 6)
WHERE: Sequoia Elementary School
3333 Rosemont Drive
Sacramento, CA 95826

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