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National Insurance Leader Brings Wellness & Education Support to FL Students

Philadelphia Insurance Companies delivers \$1 million donation and fitness lesson to kids with famed trainer Casio Jones.

ST. PETERSBURG | May 26, 2011—With summer vacation upon us, students are cleaning out their desks and filling their backpacks with a year's worth of accomplishments. A little something from math, perhaps a summer reading list from English, but how do students fit recess into their backpacks to bring home for summer? Just ask Casio Jones and Philadelphia Insurance Companies (PHLY).

During the "Get Fit, Kids" field day on Thursday, Philadelphia Insurance Companies teamed up with famed trainer Casio Jones to teach approximately 40 elementary students from Sacred Heart Interparochial School how to incorporate total wellness into their everyday lives.

PHLY (pronounced PHIL-ee) sponsored the event as an extension of its partnership with the Step Up For Students Scholarship Program and presented a \$1 million donation to fund nearly 250 K-12 scholarships for low-income children throughout Florida. Step Up For Students is an initiative of the Florida Tax Credit Scholarship Program and currently serves approximately 33,000 underprivileged students throughout the state. PHLY, which has a Florida office in Altamonte Springs, is one of the leading providers of commercial property/casualty insurance coverage in the country for amateur and professional sports, health clubs, fitness instructors and other wellness industries.

"Philadelphia Insurance strongly believes that education and commitment to a healthy lifestyle are foundations for success and happiness in life," said Ken Meyer, Regional Vice President of Philadelphia Insurance Companies. "PHLY is proud to be a partner of Step Up For Students as we work to ensure the futures of our children."

"It is an honor to welcome Philadelphia Insurance as a contributor to the program. Through their commitment to education and Step Up For Students, we are able to expand educational choice to additional students in Florida," said Doug Tuthill, president of Step Up For Students.

Complimentary to First Lady Michelle Obama's "Let's Move" fitness initiative, Jones provided nutrition, self image and fitness lessons to the students in an effort to shape healthier lifestyles for the youth. The students then followed Jones' lead and moved through an obstacle course and several fitness stations that demonstrated simple exercises for children to do at home.

From marching in place to simple dips in a chair, Jones shared a variety of home exercises that could be completed to successfully meet the advised 30 minutes of exercise per day with minimal need for equipment or inconvenience.

Upon the conclusion of the event, Philadelphia Insurance along with Jones, challenged the students to take the "Green Pledge" and commit to practicing a healthier lifestyle.

Sacred Heart Interparochial School is a participant school of the Step Up For Students Program and

educates 32 scholarship students. During the 2010-11 school year, more than 1,000 students in Pinellas County, 1,535 students in Hillsborough County and nearly 300 students in Pasco County are attending the school of their parents' choice through the Step Up For Students Scholarship Program.

About Step Up For Students

Step Up For Students is an initiative of the Florida Tax Credit Scholarship Program, which currently provides K-12 scholarships to approximately 33,000 low-income students to attend a private school or out-of-district public school. Step Up For Students scholarships are funded by corporations that redirect a portion of their corporate state income tax, insurance premium, alcohol beverage excise or oil and gas severance tax liability to a qualified scholarship funding organization in exchange for a dollar-for-dollar tax credit. For more information, visit www.stepupforstudents.org.

About Philadelphia Insurance

As a member of the Tokio Marine Group, Philadelphia Insurance Companies designs, markets, and underwrites commercial property/casualty and professional liability insurance products incorporating value added coverages and services for select industries, such as fitness trainers, health clubs, golf courses and amateur sports leagues and camps. In operation since 1962, the Company has 47 offices strategically located across the United States to provide superior service. To learn more about the exceptional insurance protection that PHLI provides, visit them on the web at www.phly.com.

About Casio Jones

Casio Jones is one of the new and most sought after Health & Wellness Educator in our nation. Casio is a USF alumnus and has his own Fitness TV program entitled, "Action 4 Life" which reaches over 200 million household within the United States. Casio is also the creator of Action65, a lifestyle challenge that transforms a person into a more active individual with a renewed sense of purpose. To learn more go to www.casiojones.com.

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