



The Relentless Pursuit of Results

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You're Up, the fitness-focused non-profit, raises more than \$45,000 to provide health and wellness benefits to uninsured adults, children in Michigan

MAY 4, 2009, DETROIT, MICHIGAN – More than 125 supporters filled Detroit's elegant 24 Grille Saturday night to celebrate the new non-profit organization You're Up, founded by athlete and personal trainer Charlie Sanders Jr. Live and silent auctions helped raise more than \$45,000 at the event. Included among the items was top-seller dinner for two at an event featuring President Barack Obama.

You're Up, a registered 501c3, is an organization dedicated to providing fitness, physical therapy and wellness programs to the uninsured. These services are offered free-of-charge for up to one year to all those who qualify. Programs are customized and available to both children and adults.

Charlie Sanders Jr. started the non-profit in January to fulfill a need in the metro Detroit area. He noticed, as the economy began to falter, more and more people were unable to afford proper health care benefits. As a result, a healthy lifestyle becomes more challenging to maintain. A life-long athlete, Sanders knew he had the passion and skills to help reverse such a trend.

To help raise awareness and financial support for this effort, Sanders welcomed family, friends, health professionals and You're Up volunteers to a fundraising gala on May 2, at 24 Grille at the Westin Book-Cadillac Hotel in Detroit. "I'm so thrilled to know You're Up has so much support in the community," said Sanders. "We know we're offering a much-needed service and we couldn't do this without the support."

Patrons enjoyed an elegant strolling dinner, live auction and entertainment. Dubbed a "benefit for those without benefits," by You're Up Fitness Director Rossano Rea, the evening proved to be a success. As the owner of Ferndale's Bodymorph, he donated his facility to serve as the first of three locations providing You're Up services. Additional locations include a 40,000 square-foot facility in Detroit that features a swimming pool and Astroturf suitable for sports drills, and a 2,000-square foot space in Farmington Hills dedicated to private health services for those with spinal cord injuries.

You're Up is supported by a staff of professional medical advisors, including Neurosurgeon Lucia Zamorano, M.D. and Podiatrist Fred Leff, both of whom are affiliated with the Detroit Medical Center. Susan Swider, CEO of Oakland MRI and Imaging Center in Troy, is providing services to You're Up.

Sanders named his non-profit after his own philosophy toward healthy living – You're up, you're next to meet the challenge. Programs are available now, and registration can be completed through the Web site, at www.youreupbodymorph.org.

To learn more about You're Up, schedule an interview with Charlie Sanders Jr. or to set up a tour of Bodymorph with Rossano Rea, please contact Publicity Works at 248.691.4466.

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