



Redefining Aging through Fitness

- I. **How will communities “get involved”?** Community leaders (City, County Mayors etc.) would encourage citizens to sign up on the web site and “get involved” with some activity that is promoted through the series. The individual would record such things as weight loss, activity progress, competition they’ve entered and other pertinent items. The web site would be monitored and once a quarter or annually a special show would feature the community that demonstrated the greatest results.
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- II. **What would be the result?** The combination of a television series, internet portal and our intellectual property of Participation™ can drive millions of viewers to the productions, obtain strategic data and promote a “movement” as outlined in Malcolm Gladwells book “The Tipping Point”
- III. **What is the Participation™ Model?**

Simple put it is an advertising concept under section 705 of the patent code known as a “business method and process” where businesses become coop advertisers providing discounts and coupons to individuals that meet their demographic profile. (see additional data)
- IV. **What would be the general storyboard for this special show?**

John would interview the individuals that achieved the results along with their families and other pertinent individuals to demonstrate the impact of “getting involved” in some activity. The local Mayor and other officials could also be interviewed as to what concepts motivated the individuals to “get involved” which would motivate other communities and promote a “movement”



V. What are some examples of the productions?

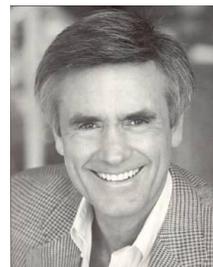
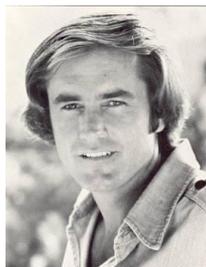
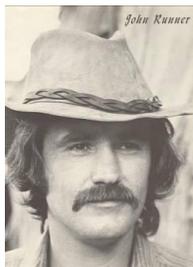
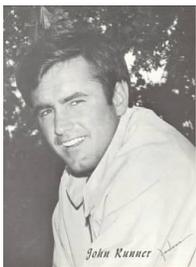
- Senior Olympics
- World Boxing Championships
- Triathlon - “Escape from Alcatraz”
- Rowing Events - second largest in America = “Head of Hooch”
- Mexican 1,000 race - motorcycle
- Speed Ski race from Long Beach CA to Catalina Island and back which is over 60 miles
- Paratrooper qualification 45 years latter
- Snow skiing events
- Water skiing events
- Golf
- Tennis
- Sky Diving
- Popular events in swimming, running, triathlons, rowing, hiking, cycling etc.



Each show will feature a “how to get started” section providing a framework for individuals to begin at their level with achievable goals and rewards for small steps forward.

VI. What are John Disterdick’s credentials?

John has been an actor, director or writer in over 100 productions (see resume below). John has competed on a national and world level in some 20 diverse events in 6 different sports placing in the top 3 nationally in 7 of these events. Most recently, June 2017, John competed in the National Senior Olympics in Birmingham Alabama receiving the Gold medal in the triathlon, a Silver and Bronze in the 500 and 200 swim events. He also won 21 medals in the Tennessee state Senior Olympics.



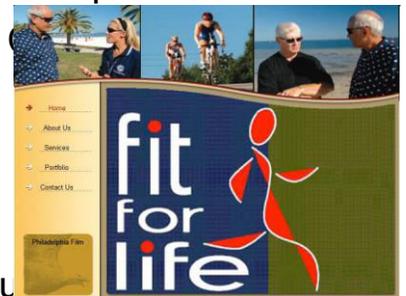
VII. How will millions of viewers be directed to the productions?

A feature of the Participation™ model motivates numerous parties including 501(c)3's (diabetes, lung, heart associations etc.), magazines, businesses and organizations like AARP, ICAA (International Council on Active Aging), CDC (Center for Disease Control), NSGA (National Senior Games Association), Government agencies and others to drive viewers to the series and internet which can create a "movement" as outlined in Malcolm Gladwell's book "The Tipping Point"



VIII. What would be some features of the productions?

- Emotional "real life" stories
- Motivation to "get involved"
- Include celebrities in the productions to encourage and motivate the viewer to "get involved"
- Rewarded through the Participation™ model
- Remove intimidation through step by step procedures
- Access to discounts for equipment, apparel, nutritional products etc.
- Free opportunity to join the Participation™ Benefits
- Web links to strategic partner sites
- Extensive information on key issues
- Tracking forms with rewards for Participation™
- Social Networking
- Qualify for "Adventure Travel" which becomes future
- NSGA local, state and national competition
- Incentives to implement and record treatment protocol



IX. What is needed?

A financial partner that can envision the concept and "branding" opportunities

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