



Request for Coverage

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San Antonio based Armour Zones donates innovative social distancing training systems to Southwest ISD

(May 5, 2021 – San Antonio, Texas) – Pro Sports, athletics and team and youth sports have been hard hit as a result of the current pandemic era. Armour Zones, founded by athletic industry veterans and based in San Antonio, Texas has created a one-of-a-kind teaching, programing and coaching application that allows kids, as well as adults, to experience what social distancing really looks like in a real sports and playground setting.

Armour Zones will launch an inaugural school gifting program with South West Independent School District. Armour Zones is providing each SWISD elementary school with two Armour Zone Kits: AZ Kit 1 and AZ Kit 2 High Performance system. In addition, Armour Zones will also gift an additional AZ Kit to each SWISD elementary school for the next 5 years. "Our commitment to community is an integral part of our mission and to gift SWISD over \$20,000 in valued-ArmourZones equipment that we know will keep kids active and playing safer, I can state we are honored to do so" stated Co-Founder, Steve Wulf.

"We are very grateful to Armour Zones for the generous donation to SWISD. The equipment will continue to help us build healthier and happier kids who understand proximity in social distancing not just in our current pandemic but for all kinds of social cues and safety as they grow," says Southwest ISD Athletic Director Peter Wagner.

Sun Valley Elementary students will accept this donation and utilize this athletic display at:

**Sun Valley Elementary
6803 SW Loop 410, San Antonio, TX 78227
Wednesday, May 5th
10 a.m. -11 a.m.
(video demo also attached)**

Armour Zones' proprietary, patent-pending ground markers utilize a distinctive distance measuring feature, called "Halos", that enables, coaches, athletes and students to fully understand required social distancing and spacing, all while having fun on the playground, gymnasium and other training settings. "Halos are color coded to provide different fitness zones, so even the youngest of students can follow and participate. Perhaps equally important is the learning legacy that that Armour Zones provides beyond the playground or sports field where students and athletes have gained better grasp of what social distancing might look like a static or moving environment like a grocery store, shopping mall, or any larger social, athletic or entertainment gathering" Indicates Dave Voth, Co-Founder Armour Zones.

As active teaching and coaching professionals, working with students and athletes every day, Armour Zones recognized a gap, a true need, to keep kids active, but in the safest setting possible. The following National statistics quantify the need that Armour Zones systems address.

- 81 % of kids report they have participated in a practice or activity where social distancing was not observed.
- 94% of kids believe they are social distanced when they were closer than the recommended distance.
- 98% of coaches say that exercises and activities are limited when social distancing is required, and participants are unfamiliar with proper spacing.
- 97% of elementary school kids, 6-10 years old, maintain social distancing, without direct supervision an average of a minute 45 seconds, before they lose distance awareness.

"The bottom line, our two Armour Zones Kit systems provide educators, coaches, even families whose kids play in neighborhood settings, with the tools to provide kids highly engaged safe sports and high-performance experience. Like most, we want kids happy, healthy and safe." Indicates Voth.

Armour Zones was developed in collaboration with high performance experts with professional sport backgrounds including NFL, NCAA and NBA. High Performance attributes were incorporated into each ArmourZones elements and fitness zone and provides a powerful benefit beyond the pandemic era and social distancing requirements.

About

Armour Zones provides social distancing training, fitness, exercises and educational tools, curriculum and lesson plans and high-performance activities, so that you can remain active, having fun in groups of any size – all while keeping a safe space. For information, please visit: www.armourzones.com

About Southwest ISD:

Southwest ISD is a distinguished, award-winning school district with multiple recognitions at the region and state level. SWISD prides itself in its family-friendly schools, positive community atmosphere, and a multitude of college and career-ready student programs. Established in 1951, SWISD is the 6th largest district in Bexar County, with nearly 14,000 students.

ArmourZones VIDEO LINK:

https://drive.google.com/file/d/1oIb7jcQ_2OfRMKdNRMVOVal3iDb2wPVa/view?usp=sharing