

July 5, 2023

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EMPOWER LIFE TO THE MAX!

For Immediate Release

GREATER AMSTERDAM SCHOOL DISTRICT PIONEERS DIGITAL HEALTH EDUCATION PROGRAM

Lynch Literary Academy Middle School 8th grade health classes in Amsterdam have just completed a full year with the first ever whole-person health education program using advanced technology. Superintendent of Schools for the Greater Amsterdam School District, Richard Ruberti, has led the way in seeking out technology solutions that help solve our nation's crippling trifecta of mental, physical, and emotional health crises amongst youth of all ages. His relentless pursuit of programs to begin reversing these frightening trends ultimately led to the adoption of MAX Sports Health's digital whole-person education platform to be tested out for efficacy with Amsterdam's 8th graders throughout the 2022-2023 school year. Amsterdam, New York is the first city in the United States to take such action in order to help its students.

MAX is a digital platform and mobile app that uses interactive conversation-based technology to present a wide range of health-related content, produced by top doctors and subject matter experts from across the country, to students in a fun and engaging format. The platform also connects students in a unique manner, offers live expert guidance, and gamifies its assignments with the goal of creating a broader culture of health and wellness within the schools it serves. The company customizes its programs to meet the needs of each specific district. To meet our greatest collective challenges, the program has largely emphasized mental health, stress/anxiety management, and emotional wellbeing. However, MAX covers every aspect of a person's wellbeing and students from Amsterdam have reported improvements across the board, including nutrition and increased physical activity.

LLA Middle School saw staggering results through each set of students that used the program this year over the course of 10 weeks in the quarter where they attended health class.

- 75% of students reported learning more about mental health
- More than half of students said that after using MAX they changed their eating behaviors to eat healthier foods on a daily basis

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- Half of the students felt more confident in themselves after only 10 weeks
- 64% felt more confident in their ability to exercise safely and effectively
- And 9 out of 10 students said that the MAX program would benefit other students that want to improve their health

Superintendent of Schools, Richard Ruberti, said of the MAX program, ““We believe that your service has not only improved the health of our students but also provided valuable insights into how it can positively affect the teachers, staff, and community as a whole...We believe that the work you are doing has the potential to revolutionize healthcare, and we are excited to be a part of this journey.”

MAX CEO and Amsterdam Native, Dr. Naresh Rao (who is also a Team USA Olympic physician), believes that the results from using the program will only continue to improve as the company welcomes more school districts, continues advancing its technology, and brings new doctors and subject matter experts to the platform. The utilization of technology to enhance health education and the results achieved by MAX have also garnered support from government officials via the New York State Assemblyman for Assembly District 111, which includes Amsterdam. "Amidst the daunting challenges faced by children and young adults across our nation, the weight of their mental, physical, and emotional health has grown heavier. The pandemic's shadow has only intensified these struggles, making programs like MAX Sports Health's digital platform an indispensable lifeline," said Assemblyman Angelo Santabarbara. "I commend MAX CEO Dr. Naresh Rao and Greater Amsterdam School District Superintendent Richard Ruberti for enhancing the lives of our students through the implementation of this transformative, customizable program. Witnessing the remarkable impact it has had on the students of Lynch Literacy Academy, from nurturing their emotional well-being to fostering healthier dietary habits, MAX has demonstrated its potential to elevate the overall health of our communities." There is no doubt that Mr. Ruberti's bold action and willingness to adopt new technologies, accompanied by support from government representatives like Assemblyman Santabarbara, has improved the lives of Amsterdam's students immediately and for the rest of their lives. His early adoption is expected to encourage a national trend amongst education leaders in order to address some of our country's most concerning and pressing issues with youth.