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ACTIVE LIFESTYLE SHOW AND NON PROFIT ORGANIZATION ANNOUNCE PARTNERSHIP *New consumer event to donate portion of admission revenue to Bolder Options*

Minneapolis, Minn. (June 2015) – The Active Lifestyle Show, a new event taking place May 20-22, 2016 at the Minneapolis Convention Center, will have a portion of admission revenue go to Bolder Options. The Active Lifestyle Show will have an audience with a broad range of personal interests - those with active lifestyles and those who are looking to add some activity to their current lifestyle. This partnership supports the event’s mission to promote active lifestyles.

Bolder Options is an innovative organization focused on healthy youth development. They engage youth and mentors in goal setting, physical activity, tutoring and community involvement. In addition to receiving a portion of admission profits, as part of the partnership Bolder Options will exhibit at the event, do presentations, take part in event activities and have exposure on the event website.

“We’re beyond thrilled to announce this partnership with Bolder Options, said Bruce Evans, Show Producer. “To have such a reputable organization be part of The Active Lifestyle Show and benefit from our objective of providing active lifestyle options is incredibly rewarding.”

The Active Lifestyle Show will provide a unique experience offering a sampling of different activities and products. It will also offer the opportunity to meet with companies and experts that can help attendees achieve their active lifestyle. The Show will attract people with a broad range of personal interests; those with active lifestyles and those who are aspiring to live active lifestyles.

“The Active Lifestyle Show is a great fit for Bolder Options and in sync with our mission,” said Heidi Mastrud, Advancement Director of Bolder Options. “We’re thrilled to be part of an event that promotes active lifestyles and excited about the opportunity to teach the community more about Bolder Options.”

For more information about The Active Lifestyle Show visit www.activelifestyleshow.com.

About BEDD Head Media

BEDD Head Media is owned and managed by Dan DeJaeger and Bruce Evans. The agency focuses on Media Buying & Planning for their clients while providing the following services: event management & marketing, promotions, social media, marketing strategy, creative development, Public Relations, celebrity management and other marketing as requested. Previously to starting BEDD Head Media in 2012, DeJaeger and Evans worked for Marketplace Events, one of the largest producers of consumer events in North America.

About Bolder Options

Under the leadership of former NFL Player, Darrell Thompson, Bolder Options (www.bolderoptions.org) was founded in 1994 as an innovative organization focusing on healthy youth development. The comprehensive mentoring program, wellness activities, and leadership opportunities coordinate family, community, school, and county resources in a united effort to support youth who are at-risk for dropping out of school or becoming involved in delinquent or unhealthy behaviors. Bolder Options engages youth and mentors in goal setting, physical activity, tutoring, and community involvement to build confidence, maximize potential, and encourage healthy life skills. To date, Bolder Options has matched over 1,500 youth with mentors and continuously achieves a success rate 50 percent higher than the national average (as defined by the completion of the year-long mentoring partnership).