



**THE 11TH SEASON GETS UNDERWAY - -
CHECK OUT THE NEW
TAE BO® FITNESS CHALLENGE WITH BILLY BLANKS®**

CHICAGO, ILLINOIS.....SPP Sports, a full-service marketing and promotions company, is pleased to announce the 11th season of its Health & Wellness Challenge with Billy Blanks® – a 6-city tour open to the public which will kick off June 11, 2011 at Gold's Gym in Rancho Santa Margarita in Orange County, CA.

Billy Blanks®, known worldwide as the founder of Tae Bo® Fitness, one of the most successful fitness programs in history, will personally lead workouts from his favorite Tae Bo® Fitness programs. Tae Bo® Fitness DVDs will be available on-site as prizes -- all created to build strength, stamina and lean muscle.

Billy recently became a resident of Orange County; the Tour will kick off in his "home base" gym, where he teaches every week. It will then continue on in July to MLB All-Star weekend in Phoenix, followed by visits to colleges and universities in Chicago, New York, Atlanta and Florida. In each location, Billy will welcome newcomers and longtime fans to work out, make friends and get extra inspiration to get fit and stay healthy.

Billy Blanks® launched Tae Bo® Fitness over 30 years ago and continues to be one of the world's most popular, knowledgeable and effective fitness experts. He enjoys interacting with his fans and is excited about this year's extended tour, educating all ages about the importance of staying focused on health and wellness.

This year's Tae Bo® Fitness Challenge will once again motivate anyone who is new to exercise or experienced and serious about staying fit. The 6-city Tour will feature a series of mini-expos showcasing the best of health and wellness products and services. Prizes and giveaways will be featured in each city, and professional athletes from the NFL and NBA are expected to join Billy at every stop.

For more information on the Tour schedule and how to participate, call SPP Sports – 800.725.9423 x818-- or visit SPPSports.com for details. Order your Tae Bo® Fitness DVDs today at BillyBlanks.com.