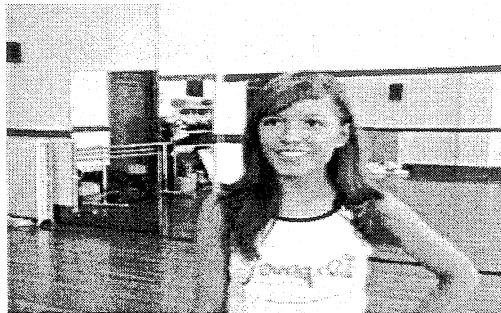


Geneseo teen launches diet, fitness program for kids

June 18, 2009

Reported by: Pat McGonigle

News 10 NBC, Rochester



Geneseo, N.Y. - Elishia Ortiz has always been obsessed with fitness and eating the right foods but it wasn't until recently that she figured out how to turn her passions into a business enterprise.

"It feels so good to say I'm the CEO of my own company," the 18-year-old said.

Ortiz established her fitness program "Young and Fit" with the help of the Young Entrepreneurs Academy at the University of Rochester.

She's already sold DVD's to the Geneseo School District and the Roseland Waterpark in Canandaigua. Her goal is to get local healthcare providers to buy her DVD and program.

Ortiz hopes more school districts buy her program and believes it would work well in the classroom because young school children relate better to someone closer to their own age.

Ortiz plans to major in marketing when attends she RIT this fall.

For more Rochester, N.Y. news go to our website www.whec.com.