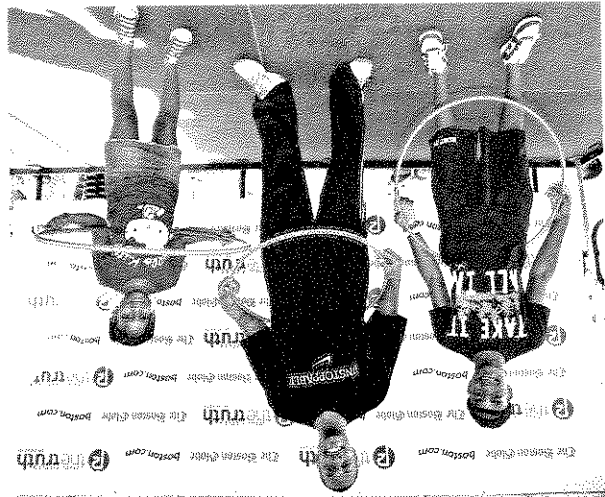




Healthy Groove
 One satisfied member of FitClub34 is Abe, a 12-year-old from Massachusetts. Abe has struggled with being overweight. It got so bad that he didn't feel comfortable going for a swim at the beach in front of his classmates.



Hoop Scoop
 Pierce shows kids exercises that are both helpful and enjoyable, such as hula-hooping, replacing them with lean proteins such as turkey and fish. And he now drinks water and milk instead of soda.

Abe used to get as little as 15 minutes of exercise a day, but now, between sports and FitClub-inspired activities, he is up to two hours. "The Activity Watch really helps with motivation. I want to get the prizes," Abe says. "I have had more energy. I seem to be getting stronger, and I think I am slimming down a little." Pierce's ultimate goal is for kids like Abe to make healthy living a permanent way of life — just like Pierce did. "We need to keep kids motivated," he says. "A healthy lifestyle has to become a habit."

For more information, visit [The Truth Fund \(paulpierce.net/community\)](http://TheTruthFund.org/paulpierce.net/community)

reasons. First, he became a father and wanted to set a good example for his daughter, Prianna. Second, even though Pierce was named the 2008 NBA Finals MVP after helping the Celtics win the title, he was 30 years old. He knew that to remain an elite player, he would have to keep his body from breaking down.

And to do that, he'd have to eat better. Pierce's diet now includes lots of fruits and vegetables, and that has made a big difference. Pierce says he feels lighter and has more energy. The results on the court speak for themselves. He has led Boston in scoring each of the past three seasons. While the Celtics haven't won another title, they do have more postseason victories (27) than any team in the Eastern Conference during that span.

Prizes and Exercises
 Now Pierce is trying to get kids to follow his lead with his FitClub34 campaign. "This was a change I was making in my life," he says, "so it made sense to find a way to encourage kids to do the same thing."

On Pierce's website, kids can buy a special Activity Watch (\$19.95) that tracks their physical activity. The more the person exercises, the more points he or she collects. Those points can be redeemed for prizes such as iPods, autographed jerseys, and even a chance to meet Pierce himself.

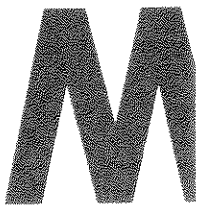
Pierce encourages kids to get at least an hour of exercise every day. He offers video tips on his YouTube and Facebook pages. The recommended activities — such as hula-hooping — are a mixture of useful and fun. "I hadn't done [hula-hooping] in years, but I've still got it," says Pierce. "It's like riding a bike!"

hen Paul Pierce was growing up in Inglewood, California, they were always there on his street. He knew they were no good, that they would only cause problems. They might even ruin his dream of making it to the NBA one day.

No, we're not talking about bullies or shady characters. There was a Hostess store across the street from Pierce's house, and the treats were awfully hard to resist. "They had those cupcakes, and they were only 25 cents," remembers Pierce. "[That's why] I was a roly-poly kid." That chubby kid knows he got lucky. Pierce's body got leaner in high school when he had a three- to four-inch growth spurt between the ninth and 10th grades. By the end of his junior year, he was 6'6" and an elite athlete. Now 33 years old, Pierce has blossomed into a nine-time All-Star and future Hall of Famer for the Boston Celtics.

But not many kids have genes like Pierce's. The Center for Disease Control and Prevention estimates that 17 percent of people ages two through 19 are obese — three times the percentage as when Pierce was a kid. That's why Pierce launched the Truth on Health mission through his foundation, The Truth Fund. (The Truth is Pierce's nickname.) Pierce's mission is to ensure that kids everywhere are living healthy lifestyles. "I had terrible eating habits as a kid because I didn't know any better," he says. "That's why we need to get the word out."

A Changed Man
 Even early on in his NBA career, Pierce wasn't always eating the right things. He would consume too much fast food and junk food. Three years ago he changed his eating habits for two



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