



ERIC MELCHOR
Fly Movement Founder

ABOUT FLY MOVEMENT

Fly Movement is a one-of-a-kind kids' fitness program that allows students an opportunity to reach a fitness goal through fun, rewarding team competition. Fly Movement provides easy-to-use Movable fitness trackers to classrooms over a period of six weeks. The fitness trackers record moves and steps for each team. Data retrieved for the first two weeks is the benchmark as the kids are not told they will have an opportunity to earn a prize if they earn more points than the other class. After the initial two weeks, the challenge is given to the students and they learn that the classroom that has the higher number of fitness moves at the end of the remaining four weeks will win a prize. As a result, fitness activity amongst both classrooms generally increases by at least 20%.

IN THE NEWS:



[Images for media usage here.](#)

ABOUT THE FOUNDER

A social entrepreneur at heart, Eric began thinking of an innovative way to inspire kids to set goals and in 2014 Fly Movement was born. Over time, Fly Movement has launched its flagship program in three Houston elementary schools. Since its inception, Fly Movement has also expanded to co-launch Houston's first and only free kids+family fun run. In this capacity, Eric has had the privilege of working with The Houston Wellness Project and Goofy Youth Run Club. Eric Melchor has been nominated for Houston Tomorrow's Catalyst Award, is a HBJ 40 under 40 Honorable Mention, has served on the board for the Houston Midtown Management District and Houston Hispanic Forum. In addition to leading Fly Movement, Eric is a Marketing Director for a publicly traded retail energy company.