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A Letter From The Executive Director

We, the People of the Bronx are a particular type of strong. Bronxites have tremendous strength in determination, culture, and community. However, we may not always care for ourselves in the best way. While we have overcome many obstacles together, statistics reveal distressingly tragic rates of obesity, heart disease, asthma and diabetes. We need to amplify our efforts and continue to work together and change this.

Across TV programs, channels, media platforms, events, and other opportunities BronxNet and the Bronx Strong Campaign invite you to forge your pathways to health & fitness. Whether you are an individual, family or organization working to ameliorate health conditions, the Bronx Strong Campaign is your vehicle and BronxNet is your partner to help make a positive impact on health and health awareness in our communities.

We thank our Honorable Bronx Borough President Ruben Diaz, Jr. for his support of BronxNet and community voices. The programs we are previewing for you at this special Bronx Week Bronx Strong Campaign event include the work of Bronxites that continue to make a global impact. Grandmaster Mele Mel is the guiding force for an unprecedented thoroughly entertaining workout for your mind, body, and soul with ‘Grandmaster Fitness’ on BronxNet. Ngoli Okafor is the Golden Gloves champion, actor, model and conditioning coach welcoming you to get Bronx Strong on ‘X-Training with NGO’. We are also introducing an amazing team of vibrant puppets that star in the new children’s program ‘The Boogie Buggies’ on BronxNet. You can help improve quality of life, educate, and entertain by partnering with us on these new programs and initiatives.

Bronx Strong Siempre,

Michael Max Knobbe
Executive Director
BronxNet