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Contact: Kenny Rogers, Executive Director
Governor's Council on Physical Fitness and Sports
310 689-0860, Kenny@CalGovCouncil.org

CALIFORNIA PTA TO SUPPORT GOVERNOR'S FITNESS CHALLENGE

While expressing deep concern about proposed cuts to education, state-wide group of parents and teachers joins effort to promote health and well-being of California children

Los Angeles, Calif. – Governor's Council on Physical Fitness and Sports Chairman Jake Steinfeld and California State PTA President Pam Brady announced a partnership today that will enable the two independent non-profit organizations to work together to promote the health and fitness of California's k-12 students. By partnering with the Council, California State PTA joins the California Teachers Association, the Association of California School Administrators, and several other educational associations who are encouraging the state's students, teachers, and administrators to get active, healthy and fit.

"Making sure our children are physically fit is not a Republican or Democratic issue, it is a California issue," said Steinfeld. "I want to applaud the California PTA for supporting the Governor's Fitness Challenge and acting in the best interest of California's kids."

California State PTA President Pam Brady added, "The California State PTA is strongly AGAINST any proposals to cut our state's education budget, but we are also strongly FOR efforts that help improve the health and well-being of California's children. We are excited that more than 100,000 California students and teachers have stepped forward to take this year's Governor's Challenge and look forward to encouraging many more students, teachers AND parents to get active in the future."

Secretary of Education Dave Long applauded the new partnership saying, "I'm thrilled that the California State PTA and the Governor's Council on Physical Fitness and Sports will be working together to positively impact our students' health and well-being. To fully educate our students, we need to ensure they develop and maintain strong, healthy bodies. Developing good fitness habits is essential for our students' long term health and academic success."

"Helping to bring out the champion in all of us"

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The Governor's Challenge is to be active 30-60 minutes a day, at least 3 days a week for a month. Participation in the Governor's Challenge is free.

The Governor's Challenge Competition is a contest among k-12 schools that provides prizes to schools that engage large portions of their student bodies in taking the Challenge. The grand prize winning elementary school, middle school and high school in the 2008 Governor's Challenge Competition will each receive a brand new \$100,000 fitness activity center and eleven additional Regional Award Winning schools will receive \$5,000 of physical activity equipment.

California teachers are able to sign up for the 2008 Governor's Challenge at www.CalGovCouncil.org and begin recording active days for themselves and their students. Alternatively, students – and now parents too - can go on-line, sign up for the Governor's Challenge and log their active days directly.

In addition to offering school prizes, the Council is providing a certificate of completion and a patch of the Council seal to everyone who completes the Challenge. Additional incentives to elementary school students, middle school students, high school students and teachers who participate in the Governor's Challenge include:

2008 Governor's Challenge Individual Incentives

Elementary School Students who take the Governor's Challenge qualify for a Longs Drugs coupon to get a personalized *Champion for Fitness* trading card.

Middle School Students qualify for a free lift ticket at Mammoth Mountain.

High School Students qualify for a free 30-day pass to 24 Hour Fitness when they sign up for the Governor's Challenge and a free 90-day pass when they complete the Governor's Challenge.

California Teachers can download a free 30-day California Teacher Pass to 24 Hour Fitness when they sign up to take the Governor's Challenge themselves.

Students and teachers must complete the Governor's Challenge by May 31st to help their school be considered for the brand new fitness centers that are being made possible by the Anthem Blue Cross Foundation with the help of iTECH Fitness, or one of 11 regional awards which are being funded by Longs Drugs. The Governor's Challenge itself is sponsored by General Mills.

The Governor's Challenge Competition was developed by the Governor's Council on Physical Fitness and Sports to help motivate California children to be more physically active and to eat more healthily. Research shows that regular physical activity during childhood and adolescence helps build healthier bones and muscles, increases self-esteem, and reduces the risk of many diseases and chronic conditions such as obesity and type 2 diabetes. In addition, through results from the California Department of Education's physical fitness test, physical activity has been shown to be highly correlated with academic success.

Governor’s Council on Physical Fitness and Sports

A non-profit, non-partisan organization dedicated to promoting physical activity for all Californians with an emphasis on children and youth. Governor Schwarzenegger is the Honorary Chairman and Council members include Chairman Jake Steinfeld, Vice Chairman Peter Vidmar, and California sports legends such as Jerry Rice, Michelle Kwan, Tony Hawk, Julie Foudy, Lisa Fernandez, Lisa Leslie, Misty May-Treanor, Jack LaLanne and John Wooden. For more information visit www.CalGovCouncil.org

California Parent Teacher Association

The California State PTA (Parent Teacher Association) is the oldest and largest statewide nonprofit volunteer organization dedicated to working on behalf of children and the issues that affect them. Membership is open to anyone who is concerned with the education, health and welfare of children. For more information on California State PTA, contact 916-440-1985, or visit California State PTA’s website at www.capta.org.

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