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NATIONAL FOUNDATION FOR GOVERNORS' FITNESS COUNCILS BRINGS MULTI-MILLION DOLLAR YOUTH FITNESS CAMPAIGN TO CALIFORNIA

Fitness Icon Jake Steinfeld and Governor Jerry Brown Open National Fitness Challenge Nominations for Elementary and Middle Schools in California

Sacramento, CA – Fitness icon, Jake Steinfeld, Chair of the National Foundation for Governors' Fitness Councils has declared war on childhood obesity. To help combat this disease, he's bringing the Foundation's multi-million dollar physical fitness campaign to California and is partnering with Governor Brown to spearhead the effort. The campaign encourages and rewards innovation in the field of youth fitness by awarding fitness centers to elementary and middle schools that use new and unique methods to promote student physical activity and wellness. The nomination process opens today at www.natgovfit.org and will run through the end of May. Three schools, selected by the National Foundation, will be deemed *National Champion Schools* and will each be awarded \$100,000 state-of-the-art Live Positively™ Fitness Centers for their efforts.

"This program gets top-notch fitness centers in our schools and challenges students to get active and stay fit," said Governor Brown. "Mens sana in corpore sano – a healthy mind in a healthy body."

The National Foundation for Governors' Fitness Councils program will make its way into all 50 states in the coming years. What sets it apart from other initiatives is that it does not rely on taxpayer dollars or state funding, making it even more attractive to cash-strapped states. Each fitness center is financed through a public/private sector partnership with companies like The Coca-Cola Company. The National Foundation's goal is to build a nation of the fittest, healthiest kids in the world.

"Our *National Champion Schools* campaign has been well received all around the country and I'm looking forward to working with Governor Brown to make this campaign a great success in California. When you take action such as putting fitness centers in schools, you'll be amazed by what happens," said Jake Steinfeld. "I've always said that academics and fitness go hand in hand and by giving schools the tools, we can build strong bodies and minds while boosting confidence, self-esteem and focus in the classroom. By placing fitness centers in elementary and middle schools, we are certain to see positive, healthy changes. Our children are our most precious resource and by providing them with a strong foundation in health and fitness, we can feel confident that they'll excel beyond their wildest dreams."

Physical activity and exercise are shown to help prevent and treat more than 40 chronic diseases, enhance individual health and quality of life and reduce health care costs. In schools, studies show that physical activity improves academic achievement, increases confidence and self-esteem, reduces discipline problems, cuts absenteeism and fosters better interpersonal relationships.

For more information about the National Foundation or to download a nomination form, visit www.natgovfit.org.

About the National Foundation for Governors' Fitness Councils

The National Foundation seeks to encourage and reward innovation in the field of youth fitness by awarding fitness centers to schools that use new and unique methods to promote student physical activity and wellness. The National Foundation envisions a fitness center in every school in the U.S., helping to build a nation that—through innovation and a “Don’t Quit” attitude—boasts the fittest kids in the world.

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