



For Immediate Release
April 11, 2014

Contact: Bill Bradley
(916) 213-5230
bill@me-comm.com

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

Fitness Icon Jake Steinfeld and Governor Susana Martinez Open National Fitness Challenge Nominations for Elementary and Middle Schools in New Mexico

(Santa Fe, NM) – 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 New Mexico and is working with Governor Susana Martinez to spread his message. 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.

"I look forward to working with Jake Steinfeld to bring the National Champion Schools campaign to our schools," said Governor Susana Martinez. "Childhood obesity affects 16 percent of New Mexico's children. This program gives every elementary and middle school in the state the opportunity to win one of three new fitness centers just by incorporating innovative fitness ideas into the daily routine of our children. Motivating our students to get fit is a giant step in the right direction in fighting obesity and encouraging our kids and families to be active."

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 Martinez to make this campaign a great success in New Mexico. 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.

###