



MEDIA ADVISORY

March 17, 2011

Contact: Kenny Rogers: 310-692-0162 (Cell)

Kenny@CalGovCouncil.org

Bill Bradley: (916) 213-5230

bill@me-comm.com

**Governor's Council on Physical Fitness & Sports
to Recognize Grapeland Elementary and Cesar E. Chavez Middle
Schools to win \$1,000 for being front runners in 2011 Governor's Challenge**

WHAT: The Governor's Council on Physical Fitness and Sports will present Grapeland Elementary and Cesar E. Chavez Middle School with \$1,000 checks, courtesy of CVS/pharmacy, for being winners of the Council's Front Runner Recognition Awards. Grapeland Elementary and Cesar E. Chavez Middle are two of 30 schools across the state that have been selected for leading the way in engaging students in physical activity as part of the 2011 Governor's Challenge Competition.

The Governor's Challenge Competition is a statewide fitness contest among k-12 schools that promotes increased physical activity and better health among California's youth. The competition's three grand prizes - brand new fitness activity centers for the winning elementary school, middle school and high school - and eleven regional awards of \$6,000 of physical activity equipment will be awarded to schools that succeed in getting students and teachers to be physically active 30-60 minutes a day, at least 3 days a week for at least 4 weeks.

The Governor's Council Front Runner Recognition Awards, as well as the Governor's Challenge Regional Awards are being made possible by generous support of CVS/pharmacy, a leading sponsor of the Governor's Council on Physical Fitness and Sports.

WHEN: Thursday, March 17, 2011

11:30 a.m. – 11:50 a.m.: Grapeland Elementary--Ceremony and check presentation

1:45 p.m. – 2:05 p.m.: Cesar E. Chavez Middle--Ceremony and check presentation

WHERE: Grapeland Elementary – 7171 Etiwanda Ave. Etiwanda, CA 91739

Cesar E. Chavez Middle – 6650 North Magnolia Ave. San Bernardino, CA 92407

PHOTO/INTERVIEW OPPORTUNITIES: Governor's Council Executive Director Kenny Rogers, Etiwanda Elementary Superintendent Dr. Shawn Judson, Grapeland Elementary Principal Jeff Sipos, Cesar E. Chavez Middle Principal Karen Strong and CVS representatives.

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