



MEDIA ADVISORY

October 7, 2011

Contact: Kenny Rogers, Executive Director
Governor's Council on Physical Fitness and Sports
(310) 692-0162; Kenny@CalGovCouncil.org
Media Contact: Bill Bradley, Me Communications
(916) 213-5230; Bill@me-comm.com

**GOVERNOR'S COUNCIL ON PHYSICAL FITNESS & SPORTS
TO PRESENT \$6,000 IN AWARDS TO ETIWANDA COLONY
ELEMENTARY**

School named Desert Sierra Regional winner in Governor's Challenge

WHAT: Governor's Council on Physical Fitness and Sports Executive Director, Kenny Rogers will recognize Etiwanda Colony Elementary as the Desert Sierra Regional Award Winner in the 2011 Governor's Challenge Competition. Rogers will present the school with a \$5,000 check for physical fitness equipment and a \$1,000 gift card for school supplies at CVS/pharmacy. CVS/pharmacy is the sponsor of the Governor's Challenge Regional Awards.

Etiwanda Colony was selected as the Governor's Council Regional Champion based on its support of physical activity and good nutrition in the 2010-2011 school-year. All 925 of Etiwanda Colony's students successfully completed the Governor's Challenge of being active at least 30 minutes a day at least 3 days a week for a month, and together the school's students recorded a remarkable 121,855 days of physical activity. The school's support of good nutrition was highlighted through its Etiwanda Colony Learning Garden and its exemplary salad bar.

WHEN: **Tuesday, October 11th, 2011**
9:45 a.m. – 10:05 a.m.: Check presentation

WHERE: Etiwanda Colony Elementary Multi-Purpose Room
13144 Banyan St., Etiwanda, CA 91379

PHOTO/INTERVIEW OPPORTUNITIES:

Governor's Council Executive Kenny Rogers and a CVS/pharmacy representative will present over-sized check to Principal Darlene Carlmark, Etiwanda School District Superintendent Dr. Shawn Judson, Assistant Superintendent of Instruction/Pupil Services Sylvia Kordich and Etiwanda Colony students at school-wide assembly.

WHY: With a soaring obesity epidemic and nearly two thirds of California youth unfit, the Governor's Council on Physical Fitness and Sports has made it their mission to get California youth active and healthy. Research has shown that even small amounts of physical activity can improve health and help prevent a wide range of health problems. The Governor's Council on Physical Fitness and Sports seeks to establish early habits of physical activity in California's youngest citizens and to encourage all Californians to be physically active for their health and well-being.