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**15 DESERT SIERRA SCHOOLS QUALIFY AS FINALISTS IN
GOVERNOR'S FITNESS CHALLENGE COMPETITION**

Support for physical activity and good nutrition could earn schools \$100,000 prizes

Los Angeles, Calif. – Jake Steinfeld, Chairman of the Governor's Council on Physical Fitness and Sports, announced today that 15 school finalists in the Desert Sierra Region and 116 schools state-wide have been named finalists in the 2011 Governor's Challenge Competition. The Governor's Challenge Competition is a contest that promotes increased physical activity and better nutrition among California's children. The 15 Desert Sierra school finalists are:

- Agua Caliente Elementary in Cathedral City
- Cesar E. Chavez Middle in San Bernardino
- Cottonwood Elementary in Aguanga
- David A. Brown Middle in Wildomar
- Etiwanda Colony Elementary in Etiwanda
- Georgia Morris Elementary in Colton
- Grapeland Elementary School in Etiwanda
- Heritage Intermediate in Fontana
- Jurupa Middle in Riverside
- Loma Vista Middle in Riverside
- Lyndon B. Johnson Elementary in Indio
- North Park Elementary in San Bernardino
- Palm View Elementary in Coachella
- Pinon Hills Elementary in Pinon Hills
- SOAR Charter Academy in San Bernardino

The Governor's Challenge is to be active 30-60 minutes a day, at least three days a week for a month. Thirteen of the Desert Sierra school finalists qualified as finalists by having 100% of their students complete the Challenge successfully this year. Heritage Intermediate and Jurupa Middle qualified as finalists by having 1,158 and 1,167 of its students, respectively, complete the Governor's Challenge, more than any other school in the Desert Sierra Region. Cumulatively the 11,504 students attending these schools recorded 1,023,587 Active Days during the 2010-2011 school-year.

“Congratulations to all the Desert Sierra students, parents and teachers who have been stepping up to make fitness a priority all year,” said Steinfeld. “And a special congratulations to the school principals and the Governor’s Challenge Coordinators who have been relaying our message that being active not only helps you get healthier, it helps your mind work better and boosts your confidence and self-esteem too!”

The 116 school finalists named today are now under consideration for prizes including 6 brand new fitness centers valued at \$100,000 each and 11 Regional Awards of \$6,000 each, which will be used to buy new physical activity equipment and other school supplies. Award winning schools will be announced at a special ceremony at the Capitol in September.

Statewide more than 1.4 million participants recorded more than 8 million days of physical activity through the Governor’s Challenge in 2011. Complete physical activity records of participating schools in the Governor’s Challenge can be found at www.CalGovCouncil.org.

“I want to emphasize that during these times when budgets are so tight, we’ve been able to promote the Governor’s Challenge without adding any burden to California taxpayers,” said Steinfeld. “Thanks to the generosity of our sponsors, - Anthem Blue Cross Foundation, the Coca-Cola Company, CVS/pharmacy, General Mills, and Kaiser Permanente - a record 1.4 million California children, parents and teachers signed up to take the Governor’s Challenge this year.”

Anthem Blue Cross Foundation is the title sponsor of the Governor’s Council Spotlight Awards that fund the Competition’s three grand prize fitness centers. The Coca-Cola Company is the sponsor of an additional three Live Positively Fitness Center awards that will be donated to schools this year. CVS/pharmacy sponsors the Governor’s Challenge Competition Front Runner Awards and the \$6,000 Regional Awards. General Mills’ sponsorship funds the Certificates of Completion which students completing the Governor’s Challenge receive. Partners of the Governor’s Council include Tuff Stuff Fitness Equipment, which helps equip the fitness centers the Council awards, 24 Hour Fitness which provides free passes to high school students taking the Governor’s Challenge, and Mammoth Mountain Ski Area which provides free lift tickets to k-12 students taking the Governor’s Challenge.

About the Governor’s Council on Physical Fitness and Sports

The California Governor’s Council on Physical Fitness and Sports is a non-profit, non-partisan organization dedicated to promoting physical activity for all Californians with an emphasis on children and youth. Council members include Chairman Jake Steinfeld, Vice Chairman Peter Vidmar, and California sports legends such as Tony Hawk, Misty May-Treanor, and Laila Ali. Governor Brown is the Honorary Chairman and State Superintendent of Public Instruction Tom Torlakson is the co-Honorary Chairman. Governor’s Council key initiatives include the Governor’s Challenge, the Governor’s Council Spotlight Awards presented by the Anthem Blue Cross Foundation, the Live Like a Champion Tour powered by Anthem Blue Cross and Exercise is Medicine. Founding sponsors are Anthem Blue Cross Foundation and Kaiser Permanente. Other sponsors include The Coca-Cola Company, CVS/pharmacy and General Mills. For more information, visit www.CalGovCouncil.org.