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

Kenny@CalGovCouncil.org

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South Lake Tahoe School Named Finalist in Statewide Fitness Competition
Tahoe Valley Elementary to be considered for a \$100,000 grand prize

Los Angeles, Calif. – Jake Steinfeld, Chairman of the Governor’s Council on Physical Fitness and Sports, announced today that Tahoe Valley Elementary is one of 92 schools state-wide that has been named a finalist in the Council’s 2009 Governor’s Challenge Competition - a contest that promotes increased physical activity and better health among California’s youth.

Finalists were selected out of over 1,000 participating schools statewide based on the percentage and number of students in their school who successfully completed the Governor’s Challenge of being active 30-60 minutes a day, at least 3 days a week for a month. Tahoe Valley Elementary had 100% of its students successfully complete the Governor’s Challenge this year.

Each of the school finalists named today is now under consideration for one of the competition’s three grand prizes, brand new fitness centers valued at \$100,000. Additionally, Tahoe Valley Elementary was named today as one of 16 Gold Country school finalists, one of which will be named a Regional Award winner and receive \$5,000 for new physical activity equipment. Grand Prize and Regional Award winning schools will be announced at a special ceremony at the Capitol in September.

Statewide more than 339,000 participants recorded more than 5.8 million days of physical activity through the Governor’s Challenge in 2009. Complete physical activity records of participating schools in the Governor’s Challenge can be found at

www.CalGovCouncil.org

“I want to congratulate everyone at Tahoe Valley Elementary for stepping up to make fitness a priority. Whether your school wins one of our top prizes or not, you’re already a Champion for Fitness in my book” said Steinfeld. “I want to especially thank Principal Mark Romagnolo and Governor’s Challenge Coordinator Seth Martin for their leadership. They are part of a growing movement of educational leaders who recognize that healthy and active bodies lead to healthy and active minds, and I couldn’t be prouder than to have them on our team.”

“I’m also thrilled that our Council has been able to promote physical activity and fitness without adding any burden on California taxpayers,” said Steinfeld. “Thanks to the generosity of our sponsors, like Anthem Blue Cross Foundation, CVS/pharmacy and General Mills, we were able to encourage a record number of California children and teachers to take the Governor’s Challenge this year. In fact, thanks to our sponsors, our Governor’s Challenge attracted more participants in California this year than a similar effort led by the President’s Council on Physical Fitness and Sports attracted nationally.”

Over the next couple of months the Governor’s Council will be reviewing how each of the Competition’s school finalists supported physical activity and good nutrition on their campus in order to help determine its awardees.

Anthem Blue Cross Foundation is a founding sponsor of the California Governor’s Council on Physical Fitness and Sports and the title sponsor of the Governor’s Council Spotlight Awards that fund the Competition’s three grand prize fitness centers. CVS/pharmacy sponsors the Governor’s Council Activity Guide and funds the Governor’s Challenge Competition \$5,000 Regional Awards. General Mills’ sponsorship funds the Certificates of Completion for which students completing the Governor’s Challenge qualify. Partners of the Governor’s Council include iTech Fitness, which helps design and build the fitness center awards called XRKades, 24 Hour Fitness which provides free passes to students, teachers and parents taking the Governor’s Challenge, Mammoth Mountain Ski Area which provides free lift tickets to k-12 students taking the Governor’s Challenge, the Network for a Healthy California and Paramount Farms.

Research shows that regular physical activity during childhood and adolescence helps build healthier bones and muscles, increases self-esteem, and reduces the risk of obesity and type 2 diabetes. Research also shows a connection between students’ levels of physical fitness and their academic performance.

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. Governor Schwarzenegger is the Honorary Chairman and Council members include Chairman Jake Steinfeld, Vice Chairman Peter Vidmar, and California sports legends such as Tony Hawk, Misty May-Treanor, Laila Ali and Jerry Rice. Governor's Council key initiatives include the Governor's Challenge, the Governor's Council Spotlight Awards presented by the Anthem Blue Cross Foundation, the Governor's Council Activity Guide presented by CVS/pharmacy, 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. For more information, visit www.CalGovCouncil.org

About Anthem Blue Cross Foundation

Through charitable grant making, the Anthem Blue Cross Foundation LLC, an independent licensee of the Blue Cross Association promotes Anthem Blue Cross's inherent commitment to enhance the health and well-being of individuals and families in communities that the company serves. The Foundation focuses its funding on strategic initiatives that address and provide innovative solutions to health care challenges, as well as promoting the Healthy Generations Program, a multi-generational initiative that targets specific disease states and medical conditions. These include: prenatal care in the first trimester, low birth weight babies, cardiac morbidity rates, long term activities that decrease obesity and increase physical activity, diabetes prevalence in adult populations, adult pneumococcal and influenza vaccinations and smoking cessation. The Foundation also coordinates the company's annual associate giving campaign and its parent foundation provides a 50 percent match of associates' campaign pledges. ® ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross names and symbol are registered marks of the Blue Cross Association. To learn more about the Anthem Blue Cross Foundation please visit www.wellpointfoundation.org.

About CVS/Pharmacy

CVS/pharmacy, the retail division of CVS Caremark Corporation (NYSE: CVS), is America's leading retail pharmacy with more than 6,900 CVS/pharmacy and Longs Drugs stores. CVS/pharmacy is committed to improving the lives of those we serve by making innovative and high-quality health and pharmacy services safe, affordable and easy to access, both in its stores and online at CVS.com. General information about CVS/pharmacy and CVS Caremark is available at www.cvs.caremark.com.

About General Mills

One of the world's leading food companies, General Mills operates in over 100 countries and markets more than 100 consumer brands, including Cheerios, Häagen-Dazs, Nature Valley, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Progresso, Cascadian Farm, Muir Glen and more. Headquartered in Minneapolis, Minnesota, U.S.A., General Mills had fiscal 2008 global net sales of US\$14.9 billion, including the company's \$1.2 billion proportionate share of joint venture net sales. Visit www.generalmills.com.

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