



For Immediate Release

June 22, 2010

(3 pages)

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

Kenny@CalGovCouncil.org

Arnold Schwarzenegger
Honorary Chairman

Council Members:
Jake Steinfeld
Chairman

Peter Vidmar
Vice Chairman

Laila Ali
Debbie Allen
Robert Balk
Lindsay Davenport
Lisa Fernandez
Julie Foudy
Tony Hawk
Reggie Jackson
Michelle Kwan
Jack LaLanne
Lisa Leslie
Misty May-Treanor
Daron Rahlves
Jerry Rice
Serena Williams
John Wooden

Board of Directors:
Austin Beutner
Chairman

Gene Sykes
Treasurer

Ron Beard
Steve Bornstein
Ann Meyers Drysdale
André Farr
George Fellows
Rusty Gregory
Walter Haas
Tim Leiweke
Michael Lynton
Frank Marshall
Jamie McCourt
Wayne Powers
Bonnie Reiss
Marti Rimmell
Jake Winebaum

Kenny Rogers
Executive Director

SOUTH LAKE TAHOE SCHOOL QUALIFIES AS FITNESS FINALIST
Tahoe Valley Elementary to be considered for prizes worth up to \$100,000

Los Angeles, Calif. – Jake Steinfeld, Chairman of the Governor’s Council on Physical Fitness and Sports, announced today that Tahoe Valley Elementary in South Lake Tahoe is one of 22 finalist schools in the Gold Country Region and 127 schools state-wide that have been named finalists in the Council’s 2010 Governor’s Challenge Competition - a contest that promotes increased physical activity and better nutrition among California’s youth. The 22 Gold Country Region school finalists are:

- Agnes M. Baptist in Modesto
- Angelo Rodriguez High in Fairfield
- Bowling Green Elementary in Sacramento
- Denair Middle in Denair
- El Vista Elementary in Modesto
- Fairview Elementary in Modesto
- George Eisenhut Elementary in Modesto
- Great Valley Academy in Modesto
- Hart Ransom Elementary in Modesto
- Hickman Elementary in Hickman
- Hickman Middle in Hickman
- Lincoln Elementary in Manteca
- Orestimba High in Newman
- Osborn Elementary in Turlock
- School of Engineering and Sciences in Sacramento
- Stanislaus County Special Education School (JFK) in Modesto
- Susan B. Anthony Elementary in Sacramento
- **Tahoe Valley Elementary in South Lake Tahoe**
- Tuolumne Elementary in Modesto
- Walter M. Brown Elementary in Turlock
- Waterford Middle in Waterford
- William Land Elementary in Sacramento

Finalists were selected out of 2,649 participating schools statewide based on the percentage and number of students in the school who successfully completed the Governor's Challenge of being active 30-60 minutes a day, at least three days a week for a month. Tahoe Valley Elementary, which is being named a Governor's Challenge finalist for the 2nd time, 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 prizes including 11 brand new fitness centers valued at \$100,000 each and 11 Regional Awards of \$5,000 each which will be used to buy new physical activity equipment. Award winning schools will be announced at a special ceremony at the Capitol in September.

Statewide more than 1.3 million participants recorded more than 11 million days of physical activity through the Governor's Challenge in 2010. Complete physical activity records of participating schools in the Governor's Challenge can be found at www.CalGovCouncil.org.

"I'm thrilled to be able to recognize Tahoe Valley Elementary school's efforts. Thank you Principal Romagnolo, and thank you Seth Martin, for stepping up as your school's Governor's Challenge Coordinator. You are clearly passionate about getting your kids active and making sure they eat well and I'm a big believer that passion leads and everything else follows," said Steinfeld.

"I'm also thrilled that our Council has been able to promote our Governor's Challenge without adding any burden on 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 - we were able to encourage a record 1.3 million California children, parents and teachers to take the Governor's Challenge this year." In fact, more people participated in the California Governor's Fitness Challenge this year, than in all the other 49 states combined.

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 eight Live Positively fitness center awards that will also be made to schools this year. CVS/pharmacy sponsors the Governor's Challenge Competition Front Runner Awards and \$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 Tuff Stuff Fitness Equipment, which helps equip the fitness centers the Council awards, 24 Hour Fitness which provides free passes to students, teachers and parents 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. 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 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

###