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**THE BAY STATE GAMES AND SBLI PROMOTE PHYSICAL ACTIVITY IN YOUTH**  
*The SBLI Kids Fitness Day returns for a second time this school year*

**WOBURN, MA**-The Massachusetts Amateur Sports Foundation (MASF) best known for the Bay State Games, and The Savings Bank Life Insurance Company of Massachusetts (SBLI) is excited to announce the second SBLI Kids Fitness Day of the 2006-07 school year. The program's initiative is to teach Massachusetts youth that physical activity and nutrition are not only beneficial to your health, but can also be fun.

The SBLI Kids Fitness Day is a free, one day event offered to Massachusetts Elementary and Middle Schools grades K-8. The program aims to raise awareness about the lack of physical activity among school aged children, and the importance of physical education in schools. The fitness day seeks to have all students in each school which signs up participate in 30 minutes of constant activity in a creative way.

In the first SBLI Kids Fitness Day held in November, schools from Martha's Vineyard to the Berkshires took part in a school wide activity to teach community and wellness to their students. Lou Ann Melino, Principal at St. Joseph's School in Medford, MA talked about the creative way her school participated in the fitness day saying, "We held signs that each of the classes made which told everyone that St. Joseph's School values exercise. People were beeping at us and cheering. We were chanting, 'We're from St. Joseph's School. We think exercise is cool' Everyone had so much fun!"

Each school that signs up to participate can hold their fitness day on May 8, May 9, or May 10. The activity that is done for 30 minutes is determined by each individual school. All participating schools which reports 100% participation from their students in their 30 minute activity will automatically be entered in a drawing to receive one of four \$500 donations to the school's physical education or health department, courtesy of SBLI and the Bay State Games.

To register your school for the SBLI Kids Fitness Day, please call the Bay State Games office at (781) 932-6555 or email [kidschallenge@baystategames.org](mailto:kidschallenge@baystategames.org) no later than Friday May 4.

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