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REGISTRATION NOW OPEN FOR THE FALL EDITION OF THE KIDS FITNESS CHALLENGE

Sign up and take part to win \$500 for your school's health and physical education departments

WOBURN – The Massachusetts Amateur Sports Foundation has opened registration for the 2009 fall edition of the Kids Fitness Challenge. Principals, physical education and health teachers at elementary and middle schools across the commonwealth are encouraged to sign up to take part in the Challenge as valuable cash grants will be awarded to selected participating schools.

In April, almost 10,000 kids from schools across the commonwealth took part in the spring edition of the Kids Fitness Challenge. Along with the more than 13,000 students who participated in the fall edition of the Challenge in 2008, in excess of 23,000 kids learned the lessons of a healthy, active lifestyle last school year through the Challenge. Hundreds of schools from all regions of Massachusetts have taken advantage of the program, making it a true state-wide event.

The Kids Fitness Challenge, presented by the Bay State Games with contributing funds from the Boston Bruins Foundation, is a free program designed exclusively for Massachusetts elementary and middle school students. Participating schools and students engage in a 30 minute segment of physical activity from November 16-20. After the schools complete their activity with 100 percent student participation and have contacted the Bay State Games office, each will be entered into a drawing to win one of four \$500 grants. The grant is awarded to the winning school to support health and physical education programs.

Since November of 2006, the Kids Fitness Challenge has attracted nearly 75,000 elementary and middle school students with \$10,000 in cash grants distributed to participating schools.

To register, to receive a brochure or for more general information about the Kids Fitness Challenge, please visit www.baystategames.org, call the Bay State Games office at (781) 932-6555 or e-mail Peter Cohenno at peter@baystategames.org.

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