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REGISTRATION NOW OPEN FOR THE SPRING 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 2010 spring edition of the Kids Fitness Challenge held June 1-4. 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.

“We understand the obstacles that physical education and health departments face today as a result of budget limitations and cutbacks,” said Peter Cohenno, program director. “While spreading the message of good health and the positive benefits of physical activities remains the focus of the Kids Fitness Challenge, the subsequent grants are an added benefit that can go a long way to enhance the athletic experiences of the students at the winning schools.”

In November, in excess of 22,000 kids from schools across Massachusetts took part in the fall edition of the Kids Fitness Challenge. Since its inception in the fall of 2006, hundreds of schools and nearly 100,000 elementary and middle school kids from Provincetown to Williamstown have participated in the program, making it a true state-wide event with more than \$12,000 in grants having been distributed.

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 June 1-4. Schools can also use an existing program or event, such as a field day, that is scheduled to be held in the weeks preceding or proceeding the dates of the Challenge. The only constraints are that the students must be aware that they are participating in the Kids Fitness Challenge, must meet the 30 minute activity requirement, and have 100 percent student participation. Following the event, a teacher or principal needs only to contact the Bay State Games office to report that the Challenge has been completed, and the school will then 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.

To register online, to receive a brochure or for more general information about the Kids Fitness Challenge, please visit 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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