

Rise to the Challenge



The National President's Challenge kicks off March 20.
Get in shape and have fun doing it!

FOR IMMEDIATE RELEASE

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GOVERNOR'S FITNESS COUNCIL AND HHS CALLS ON COLORADO RESIDENTS TO GET MORE ACTIVE AND JOIN THE NATIONAL PRESIDENT'S CHALLENGE

A Healthier Nation: It's Everyone's Challenge

DENVER, CO – The U.S. Department of Health and Human Services - Region VIII, Governor Bill Ritter, and the Colorado Governor's Council for Physical Fitness is joining with the President's Council on Physical Fitness and Sports to encourage all residents of Colorado to become a part of the National President's Challenge - a six week physical activity challenge designed to get America up and moving.

The National President's Challenge takes physical activity beyond the school gym and into everyday life. All Americans ages six and older are encouraged to join the Challenge, be active five days a week, and log their activity on their personal activity tracker for six weeks. The theme for the National President's Challenge 2008 is "A Healthier Nation: It's Everyone's Challenge." Register at www.presidentschallenge.org

"People of all ages benefit from physical activity—including children, older adults, and people with disabilities," says Joe Nuñez, Regional Director for U.S. Dept. of Health and Human Services (HHS). "We want to encourage all residents of Colorado to take the challenge and incorporate some type of physical activity into your day."

"As someone who enjoys bicycling, skiing and many other forms of recreation, I encourage all Coloradans to take part in the National President's Challenge," Colorado Gov. Bill Ritter said. "Staying fit and getting plenty of exercise is vital to our overall health and wellness efforts. The President's Challenge is a perfect opportunity for people young and old to step up, get active and have fun."

The National President's Challenge will kick-off on March 20 and end May 15. Participants can register for the Challenge between March 1 and April 3 for free at www.presidentschallenge.org. Participants can join as an individual or create a group with friends, neighbors, family and co-workers to exercise together.

State Coordinator for the National President's Challenge, Stacy Fowler, reminds us "When you're moving you're improving and that counts to help our State win the Challenge."

The Colorado Governor's Council for Physical Fitness and HHS plan to stage an event on April 17 promoting the Challenge, with more details to follow as they become available.

For more information about the National President's Challenge, visit www.presidentschallenge.org.

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