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MEMORANDUM

DATE: February 27, 2008

TO: District School Superintendents
Elementary School Principals

FROM: Dr. Eric J. Smith, Commissioner, Florida Department of Education
Mr. William Montford, III, Chief Executive Officer, Florida Association of District School Superintendents

SUBJECT: Launch of the Governor's Fitness Challenge

It is with great pleasure that we announce the launch of the Governor's Fitness Challenge.

The 2007-2008 Governor's Fitness Challenge is an eight-week challenge that encourages elementary school students and schools to participate in physical activity. The Governor's Fitness Challenge focuses on five activities that can be completed during or after the school day. Participating schools have the opportunity to win \$10,000 or \$5,000 worth of sports or fitness equipment or a visit from a Florida professional athlete or Olympian. Schools will also have the opportunity to receive a designation as a *Governor's Fitness Champion School*.

Students will also have the chance to receive individual prizes. Participating students from winning schools will receive a Governor's Fitness Challenge T-shirt, and every student who participates will receive a Governor's Fitness Challenge certificate and a sticker.

When a school registers, they commit to dedicate two 45-minute sessions per week OR to three 30-minute sessions per week for the duration of the eight-week Governor's Fitness Challenge. During that time, students can work on the five activities of the Governor's Fitness Challenge or from a selection of other activities.

The Governor's Fitness Challenge also encourages students to engage in physical activity outside of the school environment. Each week a new fitness theme will be unveiled on the Governor's Fitness Challenge Web site, featuring podcasts from popular professional athletes and Olympians who encourage students to get more active. It also has fun, healthy recipes that families can prepare together.

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One goal of the Governor's Fitness Challenge is to reach as many children as possible. The main activities and exercises can be modified to accommodate students with special needs. Homeschool students and students who attend a school that does not participate in the Governor's Fitness Challenge can still take part. Assistance for modifying and implementing the program for these groups will be available throughout the Governor's Fitness Challenge.

The Governor's Fitness Challenge can work in conjunction with a school's existing Physical Education or after school programs, as well as allowing students to participate from home.

We encourage you to join this exciting challenge. To participate, schools must register by March 7, 2008, at www.GovernorsFitnessChallenge.com.

c: Physical Education Coordinators
 Physical Education Teachers