



For Immediate Release

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## **COUNCILWOMAN MARIA QUIÑONES SÁNCHEZ JOINS FITNESS ICON JAKE “BODY BY JAKE” STEINFELD CUTS THE RIBBON ON ROBERTO CLEMENTE PROMISE ACADEMY’S NEW LIVE POSITIVELY FITNESS CENTER**

**WHAT:** Councilwoman Maria Quiñones Sánchez and Jake Steinfeld, Chairman of the National Foundation for Governors’ Fitness Councils visit Roberto Clemente Promise Academy to cut the ribbon on their new \$100,000 Live Positively™ Fitness Center. In May, Roberto Clemente and three other Pennsylvania schools were named “National Champion” schools and won a state-of-the-art fitness center for their efforts in encouraging physical fitness innovation and healthy living standards to their students.

The National Foundation for Governors’ Fitness Councils program will roll out to all 50 states in the coming years. The goal is to build a nation of the fittest, healthiest kids in the world by providing schools with the tools they need to succeed. Making this program even more attractive is that it doesn’t rely on taxpayer dollars or state funding. Each fitness center is financed through a public/private sector partnership with companies like Coca-Cola.

**WHO:** Jake Steinfeld, Chairman, National Foundation for Governors’ Fitness Councils  
Councilwoman Maria Quinones-Sanchez  
Penny Nixon, Chief Academic Officer, Philadelphia School District  
Jim Whitehead, Executive Director, National Foundation for Governors’ Fitness Councils  
Edward Penn, Principal, Roberto Clemente Promise Academy  
Curtis L. Etherly, Jr., Director of Public Affairs & Communications, Coca-Cola Company

**VISUAL:** 450 cheering students  
Step team performance  
Ribbon cutting ceremony

**WHEN:** Wednesday, September 12  
3:00-4:00 PM

**WHERE:** Roberto Clemente Promise Academy  
Auditorium, 122 West Erie Avenue  
Philadelphia, PA 19140

**WHY:** Physical activity and exercise have been shown to help prevent and treat more than 40 chronic diseases, enhance individual health and quality of life and reduce health care costs. In schools, physical activity and exercise have been shown to improve academic achievement, increase confidence and self-esteem, reduce discipline problems, cut absenteeism and foster better interpersonal relationships.

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**About the National Foundation for Governors’ Fitness Councils:** *The National Foundation seeks to encourage and reward innovation in the field of youth fitness by awarding fitness centers to schools that use new and unique methods to promote student physical activity and wellness. The National Foundation envisions a fitness center in every school in the U.S., helping to build a nation that—through innovation and a “Don’t Quit” attitude—boasts the fittest kids in the world. Visit <http://www.nationalgovcouncil.org/> for more information.*