

GESD News

Contact: Jim Cummings, APR
Office: 623-237-7180
Cell: 602-369-0919
Fax: 623-237-7291
[jcummings@gesd40.org](mailto:jcumings@gesd40.org)

FOR IMMEDIATE RELEASE
Feb. 3, 2012

www.gesd40.org

Bici North among 16 schools selected by American Heart Association and Arizona Cardinals to participate in NFL's PLAY 60 Challenge

GLENDALE, Ariz. — Bicentennial North was one of 16 Valley schools where students are taking a pledge to get active through a unique program presented by the Arizona Cardinals and the American Heart Association.

The program—called PLAY 60 Challenge—is a six-week program that aims to increase fourth, fifth and sixth-grade students' physical activity levels, in and out of the classroom. The PLAY 60 Challenge educates children about staying fit and creates an engaging and fun environment at school that seeks to inspire students to be physically active for at least 60 minutes every day.

As part of the program, Bici North will receive information about health and fitness that can be integrated into existing curriculum. Additionally, the school will plan healthy activities for students over the next several months. Each student will complete a "Game Planner" to track their physical activity over four weeks.

The program culminates with a field day celebration at University of Phoenix Stadium in May. The celebration will feature games and activities to keep kids moving, and will include special guests, including the Arizona Cardinals' mascot Big Red and cheerleaders.

"About 1 in 3 kids ages 2-19 are overweight or obese," said Kelly Grose, senior vice president for the American Heart Association's Greater Phoenix Division. "We're proud to partner with the Arizona Cardinals to build a healthier community, starting with our youngest residents."

Obese and overweight children are at increased risk for serious health problems, including heart disease. Overweight children are more likely to grow up to be overweight adults and more likely to develop heart problems.

"The NFL's PLAY 60 message is finding a way to be active for 60 minutes everyday" said Luis Zendejas, Senior Director of Community Relations with the Arizona Cardinals. "Our hope is that we encourage the youth to engage their families and friends in leading a healthy lifestyle."

About NFL PLAY 60

Designed to tackle childhood obesity, NFL PLAY 60 brings together the NFL's long-standing commitment to health and fitness with partner organizations. NFL PLAY 60 is also implemented locally, as part of the NFL's in-school, after-school and team-based programs. For more information, visit www.NFLRUSH.com/play60.

###

Glendale Elementary School District Office of Communications
7301 N. 58th Avenue • Glendale, Ariz. 85301