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THREE SCHOOLS IN UTAH WILL BE GIFTED A \$100,000 DON'T QUIT! FITNESS CENTER FROM THE NATIONAL FOUNDATION FOR GOVERNORS' FITNESS COUNCILS

NOMINATIONS NOW OPEN!

Salt Lake City, UT – Continuing his goal of ending childhood obesity, fitness icon Jake Steinfeld, Chairman of the National Foundation for Governors' Fitness Councils (NFGFC), has kicked off 2018 by selecting the State of Utah for its *2018 DON'T QUIT!* fitness campaign. The NFGFC will deliver a state-of-the-art DON'T QUIT! Fitness Center to **three schools** for demonstrating leadership in getting and keeping their students fit. The nomination process opens today and will run through Friday, April 6, 2018. Anyone can nominate a school by visiting www.natgovfit.org.

"Childhood obesity is a serious problem that can follow a child into adulthood. I've declared war on this preventable disease and I'm inspired to see elected leaders like Governor Herbert immediately jump on board to join the battle and welcome us into his state. Every state leader that I've met with recognizes that obesity is neither a democrat nor republican issue, it's a kids issue and all have vowed to do everything possible to help," said Jake Steinfeld. "So far we've delivered DON'T QUIT! Fitness Centers in 24 states and Washington, DC and the response from students, teachers and communities has been unbelievable. Kids are excited about working out and being physically active and, as a result, their academic performance and self-esteem has skyrocketed. Now, Utah schools have an opportunity to make a change that will have a lasting impact on kids well into their future."

"I am grateful for this opportunity for our schools," said Gov. Gary R. Herbert. "Health and wellness are key to both success and happiness, and we want to help our students establish habits that will give them bright and strong futures."

The National Foundation for Governors' Fitness Councils program will make its way into all 50 states in the coming years. Each fitness center is financed through public/private partnerships with companies like The Coca-Cola Company, Anthem Foundation, Wheels Up and Nike, and does not rely on taxpayer dollars or state funding. TuffStuff Fitness International provides all of the fitness equipment, which is manufactured right here in the United States. The Foundation's goal is to build a nation of the fittest, healthiest kids in the world.

"I have witnessed firsthand the positive impact fitness centers have had on students and their communities. When you provide schools with the tools and inspiration, you'll be amazed by the changes that take place," continued Steinfeld. "Our children are our most precious resource and by providing them with a strong foundation in health and fitness, we can feel confident that they'll excel beyond their wildest dreams."

Physical activity and exercise are 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, studies show that physical activity improves academic achievement, increases confidence and self-esteem, reduces discipline problems, cuts absenteeism, and fosters better interpersonal relationships.

For more information about the NFGFC or to download a nomination form, visit www.natgovfit.org.

About The National Foundation for Governors' Fitness Councils

The National Foundation for Governors' Fitness Councils (NFGFC) 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 NFGFC 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. Since 2012, the NFGFC has delivered fitness centers in Massachusetts, Pennsylvania, Washington D.C., Georgia, New Jersey, Delaware, West Virginia, California, New Mexico, Connecticut, Virginia, Illinois, Arkansas, Florida, Texas, Ohio, Washington, Wisconsin, Arizona, Maryland, Louisiana, Oregon and Colorado. In 2018, we will gift fitness centers to four more states including Utah, Kansas, South Carolina, and Tennessee.

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