

Be A Champion Foundation Launches 'Be A Champion Program,' Encouraging Americans to Get Physically and Mentally Fit

SAN DIEGO, Calif. – May 10 (SEND2PRESS NEWSWIRE) – The Be A Champion Foundation (www.beachampion.org), a San Diego based not-for-profit organization dedicated to promoting national fitness, today announced the launch of their Be A Champion Program, a year-round effort to support President Bush's challenge to encourage better health and well being in our communities. The Be A Champion Program will kick off for National Physical Fitness and Sports Month this May.

"We began with the idea of helping young athletes understand the value of focusing on being a champion in athletics, academics, and in their communities as well," said Steven Hayes, Executive Director of the Be A Champion Foundation. "The national launch of the Be A Champion Program will incorporate physical activity and the importance of a healthy lifestyle. The Program will also include mentoring, leadership/character development, reading literacy, readiness in math/science, and scholarships."

Some of the collaborative partners involved with the Be A Champion Program include boys and girls clubs, YMCAs, YWCAs, Little League, Pop Warner, PAL, Youth Track Clubs, high school athletic programs, and Special Olympics. In addition, a line of trademark "Be A Champion" apparel, specialty items, and educational materials will be introduced during National Fitness Month to support The Be A Champion Foundation's fundraising efforts.

Project Coordinators are still needed to assist in designated cities across the nation in the implementation of a variety of community based programs in conjunction with this national initiative. The Be A Champion Foundation welcomes corporate partners, community leaders, as well as college level and professional athletes who endorse the President's Challenge to be a champion in all you do.

For more information please visit: www.beachampion.org.

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