

# California-based Non-profit Organization Proclaims 2006, 'The Year of the Champion'

SAN DIEGO, CA (SEND2PRESS NEWSWIRE) – The Be A Champion Foundation ([www.beachampion.org](http://www.beachampion.org)) established the “Be a Champion Program” in 2001, and supports youth (K-12) in the areas of leadership/character development, reading literacy, computer education, health education, mentoring and scholarship. The Be A Champion Foundation has campaigned to motivate youth to higher standards of physical and mental fitness and has declared 2006, “The Year of the Champion.” This results from an effort to continue the commitment of supporting the “President’s Challenge,” a concept designed to enhance the lives of Americans through active and healthier lifestyles.



**Send2Press® Newswire**

Issues like childhood obesity, diabetes, cardiovascular disease, stroke, and educational disparities in reading, math, and science have also served as catalysts for the “Be a Champion” campaign.

This year’s campaign will bring awareness to the importance of living an active, healthy lifestyle; stress the value of a quality education, while fostering high moral and ethical principles. The Foundation remains committed to creating collaborative relationships with community-based organizations, youth athletic teams, parents, educators, and corporations.

“We want to remind young people that they must accept responsibility for

maintaining good health and to always strive for a quality education,” Steven Hayes, Foundation Director, said. “Additionally, we want to communicate that ‘Being a Champion’ is not about winning at all cost, but more about the person one ultimately becomes in the process of striving for success.”

The Foundation’s vision is to empower youth, and encourage them to live by the principle “Be a Champion in All You Do.” Program goals are designed to enhance the quality of community life and to inspire youth to “Be a Champion” in the way they interact and interface with their peers and family members, in the classroom, in the community, and on the athletic field; encouraging them to set examples for their fellow youth and to set high expectations for themselves.

“The message to our youth is a vital one,” Hayes said. “We want them to live a clean, healthy lifestyle, and instill, that while winning is honorable, it does not define who someone is. To ‘Be a Champion,’ one must possess character, integrity, and have the discipline to develop skills in all walks of life and to persevere during times of adversity, while exhibiting a positive self image.”

Headquartered in San Diego, the Foundation is a State and Federal tax-exempt organization that is continually expanding by developing new chapters and innovative program ideas. As of 2005, there were 11 chapters and 11 different programs.

“Our 2006 goal of 20 chapters in 20 cities will be accomplished with the dedication and focus of our great staff, Board of Directors, and corporate associates,” Hayes added.

The Foundation is a California based non-profit 501(c)(3) organization, and a participating member of the Produce for Better Health Foundation (promoting awareness of the 5-a-Day, The Color Way for Better Health); a member of Active California, the Governor’s Council on Physical Fitness and Sports campaign (dedicated to encouraging all Californians to lead healthy lifestyles); a member of Campaign For Better Health (Healthy Kids, Healthy Families program); a member of the Coalition on Children and Weight-San Diego; and an affiliate partner of Healthy Oakland (Building “Healthy Communities” under Healthy People 2010).

“Show the world that one person can make a difference and join us today,” Hayes encouraged. “Become a ‘Torchbearer,’ and wear one of the many campaign T-shirts or wristbands that are being promoted under the Be a Champion campaign in the areas of education and health and fitness and remember, ‘Be a Champion’ in All You Do.’”

Learn more at: [www.beachampion.org](http://www.beachampion.org)

News issued by: Be A Champion Foundation

# # #

Original Story ID: (1252) :: 2006-02-0202-003

Original Keywords: Be A Champion Foundation, California nonprofit, San Diego, nonprofit, 501(c)3, Be a Champion Program, reading literacy, computer education, health education, mentoring and scholarship, fitness, The Year of the Champion, higher standards, Steven Hayes, State and Federal tax-exempt organization, classroom Be A Champion Foundation