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Elementary Cross Country Returns to Spokane Schools

Active4Youth Revives Popular Elementary Running Program

(Spokane, WA, September 24, 2009)—Thousands of Spokane children are back running in after school programs this fall, thanks to a partnership between Active4Youth—a nonprofit that works to provide after-school sports programs to combat childhood obesity—and Spokane Public Schools. The Elementary Cross Country Program, which started on September 8th at all elementary schools throughout the District, runs six weeks, has two regional zone meets (Sept. 30 and Oct. 7) and culminates in the 2009 Bloomsday All-City Meet on October 12 at Comstock Park.

“We are excited to be a part of this program and to help provide this opportunity to the kids in our community,” said Mike Bresson, the founder of Active4Youth, a 501(c)(3) non profit. “For many years, the District provided students with great afterschool programs that offered students a safe place to play and be active. Unfortunately, the District had to cut the programs due to budget constraints, but we’re pleased to help bring the cross country program back.”

The Elementary Cross Country Program is a collaboration of community organizations. After receiving funds from the Inland Northwest Community Foundation and the Charlotte Martin Foundation, Active4Youth presented the idea of reviving the program to Spokane Public Schools, which welcomed the Program.

“We are so fortunate to have community-minded organizations willing to provide this great opportunity to all of our students,” said Spokane Public Schools Superintendent Nancy Stowell.

With the basic program in place, Active4Youth contacted the Lilac Bloomsday Association, which agreed to be the title sponsor of the All-City Cross Country Meet.

“Bloomsday is really pleased to support this Program,” said Bloomsday Race Director Don Kardong. “This is a wonderful opportunity for kids in Spokane to get in shape and learn about distance running, and it’s also a nice complement to the *Fit For Bloomsday* Running and Walking Program Bloomsday offers each spring.”

Over 3,000 students District-wide are expected to attend the program, with approximately 700 qualifying for the Bloomsday All-City Cross Country Meet. Students need to check with their school’s office to sign up.

To contact Active4Youth for more information about the program or about how to get involved, please contact Mike Bresson at 509.868.6201 or visit its web site

www.active4youth.org.

FOR PHOTO OPPORTUNITIES OR MEDIA INQUIRIES CONTACT:

- Mike Bresson, Executive Director, 509.868.6201 or mbresson@bressonlaw.com
- Don Kardong, Race Director, Bloomsday, 509-838-1579 or donkardong@bloomsdayrun.org
- Peter Ellis, Director of Health and Fitness, Spokane Schools, 509. 354-7349, or petere@SpokaneSchools.org

About Active4Youth (A4Y)

Active4Youth is a local 501(C)(3) nonprofit that works to provide after-school sports programs for Spokane-area children to combat childhood obesity. For more information or to see how you can get involved or make a contribution, please visit Active4Youth's website,

www.active4youth.org.

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