

## **Rio Running**

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**From:** "Kay Morris" <kay@marathonkids.org>  
**To:** <Kay@MarathonKids.org>  
**Sent:** Friday, January 08, 2010 4:09 PM  
**Subject:** RGV Marathon Kids/Kick Off January 30/10 am!  
For Immediate Release  
Media Contact:  
[Kay@MarathonKids.org](mailto:Kay@MarathonKids.org)



## **Texas Rio Grande Valley Marathon Kids!** [www.MarathonKids.org](http://www.MarathonKids.org)

**Free Ceremonial Final Mile Medal Celebration!**  
Six month, free running/walking, nutrition and schoolyard gardening program

**Sat, Jan 30, 2010**  
**10 a.m. sharp!**  
**FREE!**

**San Benito CISD Morrow Stadium**



## Presented by Valley Baptist Health System

The Moody Foundation, Michael & Susan Dell Foundation, Meadows Foundation



The Meadows Foundation



**Lower Rio Grande Valley, Texas**--Thousands of Texas Rio Grande Valley area K-5<sup>th</sup> grade school children and parents soon start running 26.2 miles, in increments of ¼ to ½ mile at a time over six months, coloring in their Marathon Kids Running Logs©. They also are challenged to eat 26.2 days a month of 5-a-day fruits and veggies, coloring in their "Fuel Logs". **Saturday, January 30**, at 10 a.m. sharp, together in a free, glorious, ceremonial Kick Off Mile Medal Celebration, they will start their first mile of their marathon, with other Rio Grande Valley Texas families.

In its fifth year in the Rio Grande Valley, the nationally acclaimed, free Marathon Kids running/walking and nutrition program is expecting 3,000 of the registered Lower Rio Grande Valley area Kindergartners through 5th graders to be at their free celebration, ending their six month, free project. Their glorious, community-wide, free ceremonial Kick Off Mile is at the San Benito CISD Morrow Stadium. The stadium and parking is graciously donated by San Benito CISD.

Marathon Kids' target market for their free, six month running/walking, nutrition and schoolyard gardening program is children who are most vulnerable to sedentary lives and type 2 diabetes.

The net is thrown wide. All children can be Texas Rio Grande Valley Marathon Kids: fast/slow, overweight/slender, rich/poor, sighted/blind, able/disabled, deaf/hearing. Parents joined in with the children, as the children worked hard through Physical Education classes and/or at home, coloring in their incremental miles and learning to make healthy food choices. The children are ALSO offered "Marathon Kids 5-a-Day Food Gardens" on their campus, receiving a weather-proof, "Marathon Kids Schoolyard Garden" sign, once the schoolyard garden is started.

During the six months, the children run, eat healthy and incrementally color in:

- **Marathon Kids Running Log©** They color in as they run at school and/or with their family in 1/4 to 1/2 mile increments, over five months.
- **Marathon Kids Fuel Log©** They color in the Marathon Kids Fuel Log when they eat 5 fruits and vegetables a day for 26.2 days of every month! A marathon of healthy eating!

Marathon Kids is presented in South Texas to several different public school districts, homeschools, private schools, by **Valley Baptist Health System**.

Harlingen CISD, San Benito, Los Fresnos, Raymondville and Brownsville ISD Physical Educators who participate are a critical conduit for Marathon Kids curriculum, encouraging a lifetime of physical activity and health for children. These teachers integrate the program as a key element in their ongoing goal setting, activity and nutrition work. Physical Educators, Principals, community volunteers tirelessly run the stadium for the Kick Off and Final Mile Medal Celebrations. Volunteer Coordinator is Diana Garcia of the Texas Department of Health Services [Diana@MarathonKids.org](mailto:Diana@MarathonKids.org) and Tricia Morrow, Asst Superintendent for Elementary Education at Harlingen CISD. [Morrowt@harlingen.isd.tenet.edu](mailto:Morrowt@harlingen.isd.tenet.edu)

Marathon Kids® is a thirteen year old non-profit. The free program is now in **Austin, Dallas, Houston, Lower Rio Grande Valley, Baltimore, Chicago Los Angeles and the Navajo Nation**. There are almost 180,000+ K-5<sup>th</sup> graders now doing the nationally recognized, free Marathon Kids program. Marathon Kids target market are those children most vulnerable to childhood obesity, type 2 diabetes. There are 300+ towns and cities on the Marathon Kids waiting list, as well as 14 foreign countries.

In the Lower Rio Grande Valley, community runners, school employees, Physical Educators and other fitness enthusiasts, Valley Baptist volunteers, Police Departments, join in to help the children. They also will be there with the children at their Final Mile Medal Celebration on Saturday, May 15, 2010.

At the 10 a.m. Kick Off Mile Medal Celebration, selected VIPs will run with selected children in the ceremonial flag lap. Also in the opening, ceremonial flag lap will be specially selected elementary children.

Marathon Kids will hand bouquets to each dignitary at the beginning of the ceremonial Flag Lap at 10 a.m.

As all the children cross the balloon-arched Kick Off Celebration Finish Line, after running in concentric circled "rounds", they will be given their EARNED free Marathon Kids Reward Water Bottles as well as bright green bicycle/bumper stickers and autographs from elite athletes. During the six month program, all incentives must be EARNED. Later in school assemblies in late May, they will receive their bright red **Marathon Kids Finisher T-shirts**.

Families with questions about Marathon Kids should visit <http://www.MarathonKids.org/> or ask their school PE teacher about participation.

Marathon Kids® was featured in the *Runners World Magazine* as one of Ten Inspirational Heroes of Running. The free program has been showcased in *The Weekly Reader*, *Scholastic News*, *USA Today*, *Nurses Digest*, *Dallas Morning News*, *Houston Chronicle*, *Austin American Statesman*, etc. The free Los Angeles Marathon Kids program received the national Saucony "Run for Good" Award. Recently Marathon Kids was on President Clinton and CNN's "Solutions to Childhood Obesity" panel in NYC.

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Contributions to keep the six month program free for Rio Grande Valley children? [www.MarathonKids.org](http://www.MarathonKids.org)

If you are a teacher/parent interested in receiving a Rio Grande Valley Teacher Packet© for 2010 school year, please email [Marinda@MarathonKids.org](mailto:Marinda@MarathonKids.org) .

Our Mission: Marathon Kids® is a free, endurance building running/walking, nutrition and schoolyard gardening program for kindergartners through 5<sup>th</sup> graders. Our mission is to build joyful community around children and be quickly accepted into public, private and home schools as a free, innovative celebratory fitness program, resonating with the child...and with the child's family. The goal is for the child to develop the love and habit of moving through space and to carry forward the power of muscular, nutritional and psychological well being.

[www.MarathonKids.org](http://www.MarathonKids.org)

4 min. Marathon Kids video at: [http://www.youtube.com/watch?v=5a0Psb\\_kCX4](http://www.youtube.com/watch?v=5a0Psb_kCX4)

*...a global collaboration of families running/walking and making healthy food choices*

Help keep Marathon Kids program free: <http://www.MarathonKids.org/donate>



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[www.MarathonKids.org](http://www.MarathonKids.org)

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