

2010 KIDS “L2R” (LOVE TO RUN) PROGRAM

Sponsored by
The Cellcom Green Bay Marathon
And the Boys & Girls Club of Green Bay



THE COLD HARD FACTS:

- Over the past three decades, the obesity rate for children between the ages of 6 and 11 has more than tripled from 6.5% to 18.8%.*
- At present, over nine million children over 6 years of age in the United States are considered obese. The Center for Disease Control has labeled the situation a growing epidemic.
- In November 2007, the U.S. Department of Health and Human Services announced a new Childhood Overweight and Obesity Prevention Initiative.

*SOURCE: Center for Disease Control and Prevention, National Health & Nutrition Examination Surveys (1976-1980 and 2003-2004).

WHAT IS THE L2R PROGRAM?

The KidsqL2R (Love To Run+) program is organized with the dual purpose of promoting youth fitness and raising participation in the Cellcom Mini Marathon. It is a six-week training program in April and May that will be offered free of charge to all children ages 7 through 14 (grades 1-8) in the Green Bay community. The program will provide training, beverages, and free entry in the event along with a t-shirt for its graduates. The objective of the program is to elevate the participantsqfitness levels to run a 2.62-mile Mini Marathon in May. Those who complete the program will receive a free entry into the May 15, 2010 Cellcom Mini Marathon, enabling them to run 2.62 miles including a loop through Lambeau Field, and a free t-shirt when they cross the finish line.