

GoGirlGo!

America's Girls Get Active Through GoGirlGo!

(NAPSA)—Did you know that girls who exercise between the critical development ages of 8-18 lower their risk for teen pregnancy, depression and have shown improved academic performance and career success? In fact, many of the unique physical and psychological health issues facing young women today such as obesity, heart disease and diabetes can be avoided through regular physical activity, according to a recent report entitled “Her Life Depends on It” released by the Women’s Sports Foundation.

The Foundation, celebrating 30 years of advancing the lives of girls and women through sports and physical activity, has launched GoGirlGo! to help get girls active. This national education and awareness campaign arms adults and girls with the tools to live an active lifestyle and educate others about physical activity. The program aims to get one million inactive girls to participate in regular physical activity and keep another one million already active girls from dropping out.

“The physical activity system for youth has disintegrated over the last 30 years. The result is a generation of sedentary youth with girls more adversely affected than boys,” said Dawn Riley, Women’s Sports Foundation president and former America’s Cup team member. “In 1974, only one out of 21 girls was obese or overweight; today that figure has increased to one in six, and it’s cause for action. GoGirlGo! is a step toward breaking down barriers and getting girls involved in activity.”

Since girls are more likely to participate in activity with encouragement from parents or active role models, the key to the success of GoGirlGo! is for mentors to get involved. Mentors—both adults and active girls—can show that it’s easy to get started and activity can be fun.

To help a girl you know get active, log onto www.GoGirlGo.com. Adults can register their official pledge to activate a girl and access tips on how to motivate her. Girls can click over to GoGirl World where they can share their experi-



A new program aims to get one million girls ages eight to 18 to become more active.

ences via message boards, take a survey to see what sport might be just right for her interest and skill and be an Ambassador and get others involved. On the Web site, adults and teens can pledge to get a girl active by joining tennis legend Billie Jean King’s team, World Cup soccer star Julie Foudy, or Olympic gold medal gymnast Dominique Dawes’s team.

Other components of the campaign include: (1) Grant Program—grants to enable new sport and physical activity opportunities to be offered and expand programs to accommodate recruited inactive girls; (2) education and awareness campaign—A free, curriculum-based educational program created for girls, coaches and parents to reinforce positive behaviors and educate one million currently active girls; and (3) community-based activation—GoGirlGo! Days and public information campaigns will be conducted in pilot communities.

GoGirlGo! national sponsors Advanta, Gatorade, Moving Comfort and Russell Corporation and the Wm. Wrigley Jr. Company will activate their consumer networks to help educate girls and adults of all ages on the important role sport and physical activity play in the lives of American girls.

The Women’s Sports Foundation is an educational nonprofit organization founded in 1974 by tennis legend Billie Jean King. To learn more, visit www.GoGirlGo.com.