



For Immediate Release
February 16, 2022

Contact: Bill Bradley
(916) 213-5230
bill@me-comm.com

DON'T QUIT!® FITNESS CAMPAIGN LAUNCHES IN IDAHO

Three Schools Will Win a \$100,000 DON'T QUIT!™ Fitness Center

Boise, ID – Continuing his goal of ending childhood obesity, fitness icon Jake “Body by Jake” Steinfeld, Chairman of the National Foundation for Governors’ Fitness Councils (NFGFC), has kicked off the year by selecting the State of Idaho for its 2022 DON’T QUIT! Campaign. The NFGFC will deliver a state-of-the-art DON’T QUIT! Fitness Center to three elementary or middle schools. School nominations will be accepted starting today until Wednesday, March 16, 2022. Visit <http://natgovfit.org/nominate-your-school/>, then click on your state seal to download the short application. It’s as easy as 1, 2, 3, so nominate your school today!

“Childhood obesity is a serious problem that can follow a child into adulthood. It’s inspiring to see elected leaders like Governor Brad Little champion my vision by jumping onboard and welcoming us into the great state of Idaho. Every governor we’ve partnered with recognizes that childhood obesity is neither a Democratic nor Republican issue, it’s a kids’ issue,” said Jake Steinfeld. “So far we’ve delivered DON’T QUIT! Fitness Centers to 38 states plus Washington, DC and this year we are adding four more states to our DON’T QUIT! family including Idaho. I have witnessed firsthand the positive impact these fitness centers have on students and communities. When you provide schools with the tools and inspiration, you’ll be amazed by the changes that take place. Not only are we seeing increased academic scores but we are also seeing self-esteem skyrocket. Our kids are our most precious resource and by providing them with a strong foundation in health and fitness, we can feel confident that they’ll excel beyond their wildest dreams.”

“The DON’T QUIT! campaign is all about making fitness and nutrition a priority for our students. I hope Idaho elementary and middle schools seek out this unique opportunity to receive a new fitness center to better serve our students,” Governor Little said.

The NFGFC will have gifted fitness centers to all 50 states within the next few years. Each fitness center is financed through public/private partnerships with companies like The Coca-Cola Company, Anthem Foundation, Wheels Up and Nike, and does not rely on taxpayer dollars or state funding. MyFitnessStore.com provides the fitness equipment. The foundation’s goal is to build a nation of the fittest, healthiest kids in the world.

Physical activity and exercise are shown to help prevent and treat more than 40 chronic diseases, enhance individual health and quality of life, and reduce health care costs. In schools, studies show that physical activity improves academic achievement, increases confidence and self-esteem, reduces discipline problems, cuts absenteeism, and fosters better interpersonal relationships.

For more information about the NFGFC or to download a nomination form, visit www.natgovfit.org.

About The National Foundation for Governors’ Fitness Councils

The National Foundation for Governors’ Fitness Councils (NFGFC) seeks to encourage and reward innovation in the field of youth fitness by awarding fitness centers to schools that use new and unique methods to promote student physical activity and wellness. The NFGFC envisions a fitness center in every school in the U.S., helping to build a nation that—through innovation and a “DON’T QUIT!” attitude—boasts the fittest kids in the world. Since 2012, the NFGFC has delivered fitness centers in Massachusetts, Pennsylvania, Washington D.C., Georgia, New Jersey, Delaware, West Virginia, California, New

Mexico, Connecticut, Virginia, Illinois, Arkansas, Florida, Texas, Ohio, Washington, Wisconsin, Arizona, Maryland, Louisiana, Oregon, Colorado, Kansas, South Carolina, Tennessee, Utah, Rhode Island, Missouri, Michigan, Minnesota, Oklahoma, Alabama, Kentucky, Indiana, Maine, Mississippi, New Hampshire, and North Carolina. In 2022, we will gift fitness centers to Idaho, North Dakota, South Dakota & Nebraska.

###