

Giving Back

Through Kids Get Fit, Coke 10k was able to offer “Scholarshipped” registrations to all grades in the city and county schools this year. 19 students were nominated by their teachers, and all students who participated in the fourth grade program received certificates to register at a 1/2 price rate. There were over 280 youth under the age of 19 who participated in the pool of 1500 runners this year. An opportunity many children would not have otherwise.



Initiative Sponsors

Corinth Coca-Cola Classic 10k Run

Magnolia Regional Health Foundation



About the Artist:

Artwork for the “Coke 10k Get Fit Initiative” was created in 1963 by noted Corinth artist, Chig Biggers (1941-1990). He created this piece while he was practice teaching and organizing physical education for the Corinth Elementary Schools. Note how true his words are today, despite being written 50 years ago. This piece of his extensive art collection was re-discovered in September of 2011.

Contributions

Your opportunity to make a difference:

Name: _____

Address: _____ City/St/Zip: _____

E-mail: _____ Phone: _____

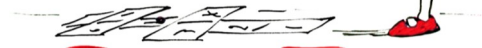
Please make checks payable to: CARE/CREATE for: Coke 10k Kids Get Fit



Corinth Alcorn Reaching for Excellence
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Have You
Done
Your
Exercise
Today?



Coke 10k
Kids Get-Fit! Initiative

Raising funds for youth fitness programs.

Funds administered thru CARE Community Foundation (CREATE Affiliate)

Coke 10k Kids Get-Fit Initiative

Raising funds for youth fitness programs.

About the Initiative

The Corinth Coca-Cola Classic 10k Race began in 1982, and has been an annual tradition for our community for more than 30 years. The race has put a spotlight on physical fitness for our community over three decades. It has introduced many to the joy and accomplishment of the sport of running. We are rewarded when we see generations of families participating in our race each year! With the race becoming such a large community draw, it presents the opportunity to use the event to further physical fitness in our community. The need for physical activity by our children is well documented and partnering with Magnolia Regional Health Center, we have elected to try to help in that area, encouraging healthy lifestyles which include regular exercise.

We were far along in our planning when we discovered an existing program sponsored by Road Runners Club of America (RRCA), that coincided with our ideas for the needs of our local young people. RRCA launched its youth running program “Kids Run the Nation” in response to the growing national concern for children’s health status in America. The program is designed to meet the physical activity goals outlined by the USDA for children in grades kindergarten through sixth grade. Materials are designed to help establish fitness programs that can be implemented as a physical education or classroom wellness curriculum, as a before or after-school program, or as a community-based youth program. The emphasis is on participation and developing a healthy lifestyle as opposed to being a competitive event.

We are excited to be a catalyst for increasing awareness and providing funds to encourage youth fitness! We hope you will join us in making the Coke 10k Kids Get Fit Initiative a movement of positive change for our Mississippi children ... please help us continue moving them up the ranks.



Coke 10k Kids Get-Fit Initiative is providing classroom curriculum for all fourth grade students throughout Corinth and Alcorn School Districts as outlined below.

Classroom Curriculum

Coke 10k and Magnolia Regional Health Center Foundation are very pleased to offer a special physical fitness incentive for the elementary students of Corinth and Alcorn County! The Coke 10k Kids Get-Fit Initiative will provide in-school administration and materials for an 8-week curriculum designed to meet the physical activity goals outlined by the USDA:

- Provide opportunities for students to develop the knowledge and skills for specific physical activities.
- Teach students the importance of energy balance through healthy eating and regular exercise.
- Ensure students’ regular participation in physical activity.
- Teach students the short- and long-term benefits of a physically active and healthful lifestyle.



A core objective of the program is to: develop character skills such as; encouraging your friends; keeping a positive attitude; setting and achieving goals; and understanding the importance of a healthy lifestyle.

Off To A Great Start!

In it’s first year, the program was very well received by the school administrators, faculty, students, and volunteers. We also had well-attended events at the Alcorn County Fair, Winter Wonderland, and Coke 10k. Over 600 fourth graders benefited from the program in their classes with a 20% average improvement in their physical stamina, and countless children enjoyed the program during the public events.

