

Attention Club Owners and Professional Members!

Every day we pick up the paper and read an article or hear a story on the news about the need to increase fitness opportunities for America's youth. We are constantly reminded of the challenges that our youth face fighting the sedentary lifestyle that is a consequence of computers, video games, TV and other technologies. USA Gymnastics and the gymnastics community can lead the way in being a part of the solution; a solution that starts with the gymnastics clubs.

USA Gymnastics has partnered with Tyson Foods to create the Tyson Fitness Challenge, a tailor-made fitness program that provides the fundamental base for a healthy lifestyle. Using the Tyson Fitness Challenge initiative, gymnastics clubs can take a lead role in their communities in the area of fitness development. The Tyson Fitness Challenge is not only a great way to provide alternative programming for your existing gymnasts, but can enhance your business by helping you retain and attract new clients. You can promote your organization as part of the solution in providing fitness opportunities for today's young people.

The other great aspect of the Tyson Fitness Challenge is the fundraising component for Children's Miracle Network (CMN). Over the past few years, USA Gymnastics Member Clubs have raised more than \$600,000 for CMN. We now have our sights set on \$1 million by 2008.

We're asking you to work with USA Gymnastics to achieve these important goals of helping kids get more fit, and assisting kids who need help.

If you are interested in participating in the 2007 Tyson Fitness Challenge, simply fill out the online form found at www.usa-gymnastics.org/tysonfitnesschallenge

After the successful inaugural run of the Tyson Fitness Challenge last year, we surveyed our clubs on the program and have changed certain aspects based on your feedback. Some things that are new to the Tyson Fitness Challenge this year are:

- Earlier mailings of program materials
- A preschool component
- More fun in the program with games for cardiovascular exercise
- Beginning, intermediate and advanced exercises for the upper body, core and lower body
- Pictures of the exercises
- DVD of all exercises and games (Click the following link to see an example from the DVD: <http://www.usa-gymnastics.org/TFC/>)
- An extra three months to hold the Tyson Fitness Challenge as part of your curriculum.

Tyson Fitness Challenge content

We will have this year's materials to you in early March, but here's what you need to know to help you start planning for the 2007 Tyson Fitness Challenge now:

- The program offers eight sessions of content for preschool and school-age children (4 to 16 years old).
- Preschool classes are 45 minutes in length.
- School-age classes last one hour.
- The classes are split into time frames for exercises or games.
- The exercises are organized into beginning, intermediate and advanced exercises with demonstrations available on DVD.

When to hold the 2007 Tyson Fitness Challenge

The 2007 Tyson Fitness Challenge is an eight-session program for your club to hold anytime between March 3 and Aug. 4. Each session will focus on the four fundamentals of fitness: cardiovascular exercise, strength training, flexibility and nutrition. The Tyson Fitness Challenge culminates on National Gymnastics Day, Aug. 4, and becomes the fundraiser for the Children's Miracle Network.

Member Club marketing kit

During the first week in March, Member Clubs will receive the annual Member Club marketing kit with items to kick off the Tyson Fitness Challenge and market the sport of gymnastics. This kit will include:

- A Tyson Fitness Challenge administrator's handbook and companion DVD with demonstrations of exercises and games
- Three posters: National Gymnastics Day, Parent and Me, and Tyson Fitness Challenge
- A 2007-08 education and event calendar
- A marketing guide
- A guide to gymnastics
- An hour-long highlights DVD for use in the lobby of your club.

Prizes

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This year's contest winners for the Tyson Fitness Challenge and National Gymnastics Day will be chosen based on the funds raised for the Children's Miracle Network. To qualify for prizes, the club coordinator **MUST**:

- Submit all money to the Children's Miracle Network **by Oct. 1, 2007.**
- Complete the online program reporting survey **by Oct. 1, 2007.**

Money should be mailed to: Children's Miracle Network (CMN), Attn: Cindee Starkie, 4525 South 2300 East, Salt Lake City, UT 84117.

The three clubs that raise the most money for CMN through participation in the Tyson Fitness Challenge will qualify for the prizes below.

First place

- AAI TAC/10 LZT Vault Table (retail value: \$3,332)
- \$250 in Tyson coupons to host a Tyson Protein Party at your gym
- One-year USA Gymnastics Club Membership (value: \$160)
- Club photo featured on a USA Gymnastics promotional poster in 2008

Second place

- AAI TAC/10 LZT Vault Board (retail value: \$730)
- \$150 in Tyson coupons to host a Tyson Protein Party at your gym
- One-year USA Gymnastics Club Membership (value: \$160)

Third place

- AAI IM 1.5 Folding Mat (retail value: \$214)
- \$100 in Tyson coupons to host a Tyson Protein Party at your gym
- One-year USA Gymnastics Club Membership (value: \$160)

The three individuals who raise the most money for CMN through participation in the Tyson Fitness Challenge will qualify for the prizes below.

First-, second- and third-place winners receive:

- Round-trip airfare to the 2008 Tyson American Cup

- Two tickets to the competition on Saturday, March 1, 2008
- Two pre-event VIP hospitality passes
- One-night stay in the USA Gymnastics host hotel

In addition to the above prize package, the individual who raises the most money for CMN will also be featured on a USA Gymnastics promotional poster in 2008.

How to sign up

If you are interested in participating in the 2007 Tyson Fitness Challenge, simply fill out the online form found at www.usa-gymnastics.org/tysonfitnesschallenge.

When the official Tyson Fitness Challenge Administrator's Web site is launched on March 3, those who have registered will receive a broadcast e-mail with the password needed to view and download electronic versions of the Tyson Fitness Challenge materials.

Non-member clubs may purchase the Tyson Fitness Challenge Administrator's Handbook, poster and companion DVD for \$19.95 by calling 317-829-5654. If you would like to become a Member Club, fill out the online form at <http://www.usa-gymnastics.org/membership/club.html>.

Non-member clubs may still participate in the Tyson Fitness Challenge without purchasing the materials. Text from the Tyson Fitness Challenge Administrator's Handbook and video clips showing the exercises and games will be posted on the Tyson Fitness Challenge Web site.

For more information

If you have any questions regarding the 2007 Tyson Fitness Challenge, please contact Loree Galimore at 317-829-5654.