



FOR IMMEDIATE RELEASE
September 14, 2011

Southern Nevada Health District teams with UNLV to promote the Coaches Challenge

LAS VEGAS – The University of Nevada Las Vegas (UNLV) Athletic Department and the Southern Nevada Health District are inviting classrooms to participate in the UNLV Coaches Challenge, a program designed to encourage elementary students to eat healthy and be physically active.

The program is open to all 2nd through 5th grade classrooms in the Clark County School District. Students and teachers earn points each day for eating fruits and vegetables and being physically active while learning the importance of making healthy choices. This free program takes a minimum amount of class time, and is designed to align with the language arts and mathematic standards set by the state.

“Sports and physical activity are important components of a healthy lifestyle and the Coaches Challenge is a wonderful opportunity to be a part of a local program that encourages children to incorporate healthy eating habits and an active lifestyle into their daily routines,” said UNLV head men’s basketball coach Dave Rice.

The four-week program can be implemented at any time but, to be eligible for prizes, each class must submit a program report by Dec. 5, 2011. The first teachers to register will receive free tickets to a UNLV football game. Each participating classroom will receive a tracking poster, encouraging messages from UNLV head coaches Bobby Hauck (football), Jennifer Klein (women’s soccer), Kathy Olivier (women’s basketball) and Dave Rice (men’s basketball), a DVD with optional lesson plans and educational materials, and a certificate of participation. Teachers must sign up for the program by September 19. Registration information is available at www.GetHealthyClarkCounty.org.

The classrooms with the highest average point totals will receive tickets to a UNLV sports game. The grand prize winning classroom will receive a classroom visit from a head coach at UNLV. Other prizes will be randomly awarded to participating classrooms.

For more information about the program, teachers may contact the Southern Nevada Health District at 759-1270 or access the www.GetHealthyClarkCounty.org website. Updated information about the Southern Nevada Health District can be found on Facebook www.facebook.com/SouthernNevadaHealthDistrict, on YouTube www.youtube.com/SNHealthDistrict or Twitter : www.twitter.com/SNHInfo.