



Arkansas Tobacco Settlement Commission

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MEDIA RELEASE

Arkansas Tobacco Settlement Commission Announces 2010 Grant Awards

Date of Grant Awards Ceremony: March 11, 2010

Date of Media Release: March 11, 2010

Commission Contact: Aaron Parish Black (501-683-0074)

Little Rock, Arkansas - The Arkansas Tobacco Settlement Commission (ATSC) is proud to announce the awards for its 2010 Child Wellness Intervention Project (CWIP) Grant Program.

In a ceremony, in the Governor's Conference Room at the Arkansas State Capitol the grants were awarded to recipients by the Honorable **Mike Beebe**, Governor of Arkansas; **Ginger Beebe**, First Lady of Arkansas; and **Annika Sorenstam**, the most dominant player in women's golf.

Arkansas ranks second in the nation for childhood obesity. The Commission's new CWIP initiative will focus on reducing childhood obesity by increasing physical activity through quality physical education programs and providing critical health education. The Commission has partnered with the Arkansas Department of Education's Office of Coordinated School Health, Arkansas Children's Hospital, and the Arkansas Center for Health Improvement to accomplish this goal.

First Lady Ginger Beebe supports efforts to reduce childhood obesity and improve the health of Arkansas children. The First Lady stated, **"I am excited to see the CWIP grant program implemented in schools across our state. This will provide vital education and resources for parents and teachers to help children be active and healthy."**

The Commission is pleased that the CWIP program has gained recognition of golfing great, Annika Sorenstam. Mrs. Sorenstam is best known for her domination of women's golf in the last two decades. Her foundation, the Annika Foundation, has devoted significant resources to developing and implementing physical fitness and nutrition programs for children across the United States. Mrs. Sorenstam chose to endorse the Commission's new CWIP grant program based on its use of grade-specific physical education curriculum and equipment - SPARK - which her Foundation has recently partnered with.

"SPARK is a tremendous program that has the potential to dramatically improve the health of thousands of Arkansas students," said Mrs. Sorenstam. **"I have a passion to get people active, especially children, and**



CWIP is providing the tools necessary to make sure students know and experience the importance of maintaining their body and their mind.”

At the grant ceremony, the Commission awarded **\$578,704.10** in grants to 56 individual schools in 28 districts around the state. In the 2010-2011 school year, over **12,000 students** will participate in the CWIP program.

Funding for this grant came from the Arkansas Tobacco Settlement Proceeds Act – an Act passed by 65% of Arkansas voters in 2000. This Act specified that tobacco settlement funds received by Arkansas should be used exclusively to improve the health of Arkansans through smoking prevention and cessation, increased access to health care and health education, and investment in important medical research.

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Below you can find information regarding Annika Sorenstam and The Annika Foundation. Additionally, you can learn more information about the important programs and services which will be provided to all CWIP funded grantees. There is also a complete list of the CWIP grant recipients.

About The ANNIKA Foundation

The ANNIKA Foundation teaches children the importance of living a healthy, active lifestyle through fitness and nutrition, and offers aspiring junior golfers opportunities to pursue their dreams. A primary focus for the ANNIKA Foundation is to identify the greatest needs and opportunities to make an impact by developing sports and physical fitness programs for kids. A key focus is to provide resources that increase participation and access where it is not currently available or affordable, and promote awareness for the importance of leading a healthy, active lifestyle. More information about the ANNIKA Foundation can be found at www.annikafoundation.org.

About Annika

Annika is the greatest female golfer of our generation and often regarded as the best player in LPGA history. Her prestigious list of accomplishments includes her 2003 induction into the World Golf and LPGA Halls of Fame, 10 major championships, 89 worldwide professional victories, eight LPGA Player of the Year Awards, and participation on eight Solheim Cup teams. In June 2008, Annika was named a USGA Ambassador. She also represented the International Golf Federation and took part in their successful bid to get golf into the 2016 Olympic Games. Annika has worked hard on her off-the-course businesses, which include the ANNIKA

Academy, the ANNIKA Foundation, the ANNIKA Collection with Cutter & Buck, ANNIKA Financial Group, numerous golf course design projects around the world, a signature fragrance and a namesake Syrah in partnership with Wente Vineyards.

About SPARK

SPARK is a research-based, public health organization of San Diego State University Research Foundation (disseminated by School Specialty, Inc.) dedicated to creating, implementing, and evaluating programs that promote lifelong wellness. SPARK strives to improve the health of children, adolescents, and adults by disseminating evidence-based Physical Education, After School, Early Childhood, and Coordinated School Health programs to teachers and recreation leaders serving Pre-K through 12th grade students.

Each SPARK program fosters environmental and behavioral change by providing a coordinated package of highly active curriculum, on-site teacher training, extensive follow-up support, and content-matched equipment. Since 1989, SPARK has provided curriculum, training, and consultation to over 100,000 teachers and youth leaders, representing many thousands of schools, organizations, and agencies worldwide.

For more information on SPARK, visit www.sparkpe.org or email spark@sparkpe.org or call 1-800-sparkpe.

FITNESSGRAM

FITNESSGRAM was developed by The Cooper Institute in an effort to provide physical educators with a tool that would facilitate communicating fitness testing results to students and to parents. The assessment measures three components of health-related physical fitness that have been identified as important to overall health and function: aerobic capacity, body composition and muscular strength, endurance and flexibility.

www.fitnessgram.net

PE4LIFE

PE4life is a national non-profit organization dedicated to developing a country of active and healthy children and youth by increasing access to quality physical education. PE4life promotes making physical activity fun and interactive to engage all students. PE4life partners with community, business, and school leaders to facilitate systemic change in the perception and delivery of physical education with the desire to improve the health and wellness of children through quality physical education.

www.pe4life.org

HealthTeacher

HealthTeacher is a comprehensive K-12 curriculum that addresses knowledge, attitudes, and skills development and provides opportunities for students to practice behaviors that promote lifelong health. HealthTeacher's mission is to build healthy communities by empowering teachers to positively impact the lifelong health habits of children. HealthTeacher's goals include increasing the health literacy of all teachers, enabling teachers to overcome constraints that limit health education in the classroom, providing the knowledge, skills and tools that increase the health literacy of all students and engaging parents and other key community stakeholders to reinforce healthy behaviors among children.

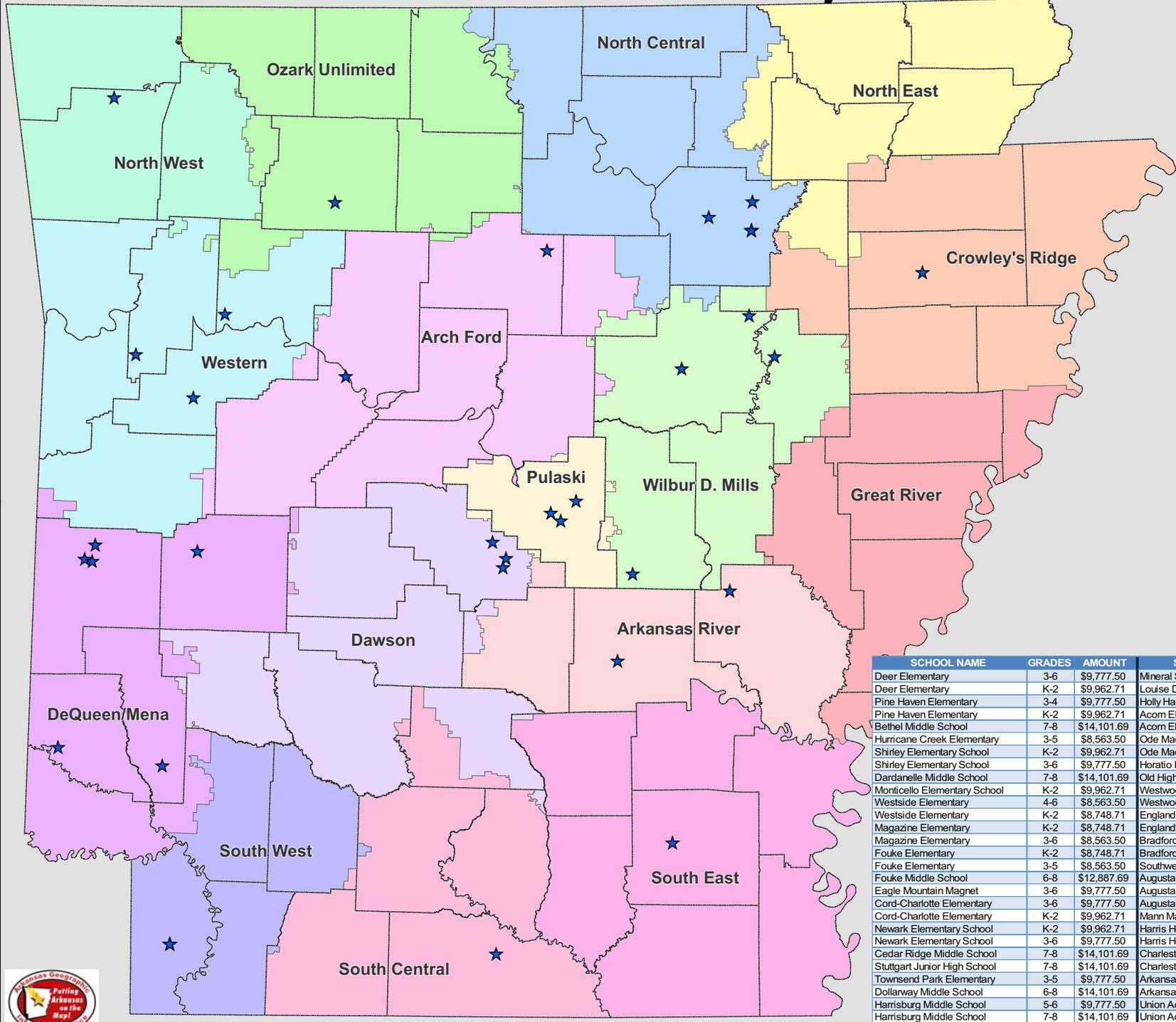
www.HealthTeacher.com

CWIP GRANT AWARD LIST

CHILD WELLNESS INTERVENTION PROJECT (CWIP) 2010 GRANTEES		
SCHOOL GRANTEE NAME	GRADES	GRANT TOTAL (\$)
Deer Elementary	3-6	9,777.50
Deer Elementary	K-2	9,962.71
Pine Haven Elementary	3-4	9,777.50
Pine Haven Elementary	K-2	9,962.71
Bethel Middle School	7-8	14,101.69
Hurricane Creek Elementary	3-5	8,563.50
Shirley Elementary School	K-2	9,962.71
Shirley Elementary School	3-6	9,777.50
Dardanelle Middle School	7-8	14,101.69
Monticello Elementary School	K-2	9,962.71
Westside Elementary	4-6	8,563.50
Westside Elementary	K-2	8,748.71
Magazine Elementary	K-2	8,748.71
Magazine Elementary	3-6	8,563.50
Fouke Elementary	K-2	8,748.71
Fouke Elementary	3-5	8,563.50
Fouke Middle School	6-8	12,887.69
Eagle Mountain Magnet	3-6	9,777.50
Cord-Charlotte Elementary	3-6	9,777.50
Cord-Charlotte Elementary	K-2	9,962.71
Newark Elementary School	K-2	9,962.71
Newark Elementary School	3-6	9,777.50
Cedar Ridge Middle School	7-8	14,101.69
Stuttgart Junior High School	7-8	14,101.69
Townsend Park Elementary	3-5	9,777.50
Dollarway Middle School	6-8	14,101.69
Harrisburg Middle School	5-6	9,777.50

Harrisburg Middle School	7-8	14,101.69
Mineral Springs High School	7-8	14,101.69
Louise Durham Elementary	K-2	9,962.71
Holly Harshman Elementary	3-5	8,563.50
Acorn Elementary School	3-5	9,777.50
Acorn Elementary School	K-2	9,962.71
Ode Maddox Elementary School	K-2	9,962.71
Ode Maddox Elementary School	3-6	9,777.50
Horatio Elementary School	3-6	9,777.50
Old High Middle School	5-6	9,777.50
Westwood Elementary	3-5	9,777.50
Westwood Elementary	K-2	9,962.71
England Elementary School	3	9,777.50
England Elementary School	K-2	9,962.71
Bradford School District	3-6	9,777.50
Bradford School District	K-2	9,962.71
Southwest Middle School	5-6	9,777.50
Augusta Elementary	K-2	9,962.71
Augusta Elementary	3-6	9,777.50
Augusta Elementary	7	14,101.69
Mann Magnet Middle School	6	14,101.69
Harris Health & Science Elementary	3-5	8,563.50
Harris Health & Science Elementary	K-2	8,748.71
Charleston Public School	3-6	9,777.50
Charleston Public School	K-2	9,962.71
Arkansas School for the Deaf	K-2	9,962.71
Arkansas School for the Deaf	3-6	9,777.50
Union Academy of Health & Wellness	K-2	8,748.71
Union Academy of Health & Wellness	3-6	8,563.50

Arkansas Child Wellness Intervention Project 2010 Grant Awards



SCHOOL NAME	GRADES	AMOUNT	SCHOOL NAME	GRADES	AMOUNT
Deer Elementary	3-6	\$9,777.50	Mineral Springs High School	7-8	\$14,101.69
Deer Elementary	K-2	\$9,962.71	Louise Durham Elementary	K-2	\$9,962.71
Pine Haven Elementary	3-4	\$9,777.50	Holly Harshman Elementary	3-5	\$8,563.50
Pine Haven Elementary	K-2	\$9,962.71	Acorn Elementary School	3-5	\$9,777.50
Bethel Middle School	7-8	\$14,101.69	Acorn Elementary School	K-2	\$9,962.71
Hurricane Creek Elementary	3-5	\$8,563.50	Ode Maddox Elementary School	K-2	\$9,962.71
Shirley Elementary School	K-2	\$9,962.71	Ode Maddox Elementary School	3-6	\$9,777.50
Shirley Elementary School	3-6	\$9,777.50	Horatio Elementary School	3-6	\$9,777.50
Dardanelle Middle School	7-8	\$14,101.69	Old High Middle School	5-6	\$9,777.50
Monticello Elementary School	K-2	\$9,962.71	Westwood Elementary	3-5	\$9,777.50
Westside Elementary	4-6	\$8,563.50	Westwood Elementary	K-2	\$9,962.71
Westside Elementary	K-2	\$8,748.71	England Elementary School	3	\$9,777.50
Magazine Elementary	K-2	\$8,748.71	England Elementary School	K-2	\$9,962.71
Magazine Elementary	3-6	\$8,563.50	Bradford School District	3-6	\$9,777.50
Fouke Elementary	K-2	\$8,748.71	Bradford School District	K-2	\$9,962.71
Fouke Elementary	3-5	\$8,563.50	Southwest Middle School	5-6	\$9,777.50
Fouke Middle School	6-8	\$12,887.69	Augusta Elementary	K-2	\$9,962.71
Eagle Mountain Magnet	3-6	\$9,777.50	Augusta Elementary	3-6	\$9,777.50
Cord-Charlotte Elementary	3-6	\$9,777.50	Augusta Elementary	7	\$14,101.69
Cord-Charlotte Elementary	K-2	\$9,962.71	Mann Magnet Middle School	6	\$9,777.50
Newark Elementary School	K-2	\$9,962.71	Harris Health and Science Elem	3-5	\$8,563.50
Newark Elementary School	3-6	\$9,777.50	Harris Health and Science Elem	K-2	\$8,748.71
Cedar Ridge Middle School	7-8	\$14,101.69	Charleston Public School	3-6	\$9,777.50
Stuttgart Junior High School	7-8	\$14,101.69	Charleston Public School	K-2	\$9,962.71
Townsend Park Elementary	3-5	\$9,777.50	Arkansas School for the Deaf	K-2	\$9,962.71
Dollarway Middle School	6-8	\$14,101.69	Arkansas School for the Deaf	3-6	\$9,777.50
Harrisburg Middle School	5-6	\$9,777.50	Union Academy	K-2	\$8,748.71
Harrisburg Middle School	7-8	\$14,101.69	Union Academy	3-6	\$8,563.50

