



Dear Program Coordinator,

Welcome to the 2007/2008 Shape Up Across Colorado challenge. We commend you for your efforts in facilitating DESTINATION: SHAPE UP within your classroom or organization. We're excited to have you on board as we embark on a journey toward fitness, health, and well-being for all Coloradans.

Although ours is the Fittest State in the nation, even in Colorado waistlines are expanding. In 2006, 18.2% of Coloradans were considered obese and 36.7% were considered overweight. Nationally, however, the outlook is dire:

- Over 108 million adults in the U.S. are considered either obese or overweight. Translation: Roughly **3 out of 5 Americans** are currently packing an unhealthy amount of **excess weight**.
- There are now 200% more overweight children and 300% more overweight adolescents than there were in 1980!
- Physically inactive and overweight adults and children are at much greater risk for coronary heart disease, high blood pressure, Type II diabetes, stroke, osteoarthritis, respiratory problems and some types of cancer.
- Inactivity and obesity are also associated with increased risk of depression, social stigmatization, poor body image and discrimination.

But here's the good news – there IS a cure and it's called physical activity! And that's where the Governor's Council for Physical Fitness's Shape Up Across Colorado program comes in. Shape Up is a free physical activity program that is accessible to individuals of all ages and ability levels. It's easy. It's effective. And the best news is that Shape Up Across Colorado is free! All instructions for implementing Shape Up successfully in your organization are included on the Council website at [www.shapeupchallenge.org](http://www.shapeupchallenge.org). You can DOWNLOAD and PRINT the Activity Card and Completion Certificate when you start and finish the program. Don't hesitate to contact us with any questions that you have about the program at the phone number or email address below.

You can assist us in keeping the Shape Up challenge free by purchasing T-shirts and pedometers from the Council Store. The money you spend goes directly back into school and community fitness programs in the form of grants and other awards. Order 100 shirts or pedometers and your organization will win a free bike for you to award to a deserving participant. And Coordinators, you're also invited to share your Shape Up implementation plans by allowing us to post them on our site. Visit our website for more information on how your program plans could win a grant for your organization!

Best wishes on your journey toward fitness. We hope to meet you at DESTINATION: SHAPE UP! As always, thank you for your commitment to keeping Colorado fit!

Yours in Health,

*Stacy Fowler*

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President

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