

On 2/4/11 3:02 PM, "Drisha Leggitt" <[dleggitt@cahperd.org](mailto:dleggitt@cahperd.org)> wrote:

Dear State AHPERD & AAHPERD Friends,

I'm sorry you haven't received an update from me sooner; in addition to implementing the Coach Cate/Jack LaLanne "Moment of Movement" event, we have two Super Bowl fundraisers this weekend with NFL stars, and a State Congress/Conference in four weeks – I'm barely keeping up, and appreciate your patience!

Among the organizations/people promoting the CAHPERD/MAHPERD "LaLanne Moment of Movement" to all of their contacts internationally include: **Dr. Oz, Richard Simmons, and Arnold Schwarzenegger!** In fact, Arnold, Denise Austin, Richard Simmons and Lou Ferrigno all promoted and/or spoke about us/the event to the media at the Jack LaLanne Eulogy!

The Associate Press Wire Services, "Inside Edition," and hundreds of television, radio and print media have promoted the story. Please see the long list below my signature of just *some* of the many media organizations that have reported on our "LaLanne Moment of Movement" (I haven't had time to capture them all), including CBS Radio Network, the Orange County Register, Inland Empire Press Enterprise, San Jose Mercury News, San Francisco Chronicle, The Sacramento Bee, and Oakland Tribune, and media in Chicago, Boston, and many others.

More importantly, individuals and groups are still doing "Jumping Jacks" in Jack LaLanne's honor and posting their Jacks on the "Moment of Movement Tribute to Jack LaLanne, God Father of Fitness" Facebook Page!

Best of all, the LaLanne Family is thrilled, and Coach Cate will continue to have tremendous support and focus on her amazing journey ahead!

We believe this launch for Coach Cate was very successful, and are proud to be hosting her in California before she continues her nationwide trek. And we have challenged her to get people doing Jumping Jacks in every place she visits across the country, and continue to post those photos/videos on the Facebook page for the upcoming months. I hope you will all help her with this effort; ideally, by the end of her trip, we will have "Jumping Jacks" from every state posted. I have attached an updated media release promoting this aspect; AAHPERD, will you please help us get this information out nationwide?

Last night, Coach Cate worked out with Richard Simmons in Beverly Hills. Today she is on her way to Orange County, where she will be meeting dozens of "Future Professionals" at California State University, Fullerton tomorrow. After that, she will be taking a Surfing lesson in Santa Monica, doing physical education with kids in a couple of schools, taking a Golfing lesson in Palm Springs, and implementing an event with Sandy Slade in Riverside. We will try to keep promoting the PR as best we can. But please keep in mind, we are only four weeks from the CAHPERD Congress; my Board expects me to be focusing all efforts on that. But our volunteers are doing a great job informing their local media when Cate will be in town, and we will keep driving that positive coverage while she is in our state.

I can't wait to see you all in San Diego and catch up! In the meantime, please remember that I will honor CAHPERD Member Registration rates for any of you going to our March 10-13, 2011

event in Monterey – and we will be hosting the U.S. Surgeon General! Please check out our website for more information: [www.cahperd.org](http://www.cahperd.org). And Go, Cate, GO!!!

Best Wishes,

*Drisha Leggitt*

Drisha Leggitt, Executive Director

California Association for Health, Physical Education, Recreation & Dance (CAHPERD)

1501 El Camino, Suite 3

Sacramento, CA 95815

(916) 922-3596 \* [dleggitt@cahperd.org](mailto:dleggitt@cahperd.org) \* [www.cahperd.org](http://www.cahperd.org)

<http://abclocal.go.com/kgo/story?section=news/entertainment&id=7933137>

<http://www.keyt.com/news/local/Lets-Get-Moving-America-Campaign-Kicks-Off-in-Santa-Barbara-115013079.html>

<http://www.newspress.com/Top/Article/article.jsp?Section=LOCAL&ID=566082784976830573>

<http://www.sacbee.com/2011/02/01/3367513/gym-teachers-students-honor-lalanne.html>

<http://www.sbsdk12.org/>

<http://www.sfgate.com/cgi-bin/article.cgi?f=/n/a/2011/02/01/state/n040107S45.DTL>

[http://www.mercurynews.com/california/ci\\_17258779?nclick\\_check=1](http://www.mercurynews.com/california/ci_17258779?nclick_check=1)

[http://www.pe.com/ap\\_news/California/CA\\_LaLanne\\_Moment\\_of\\_Movement\\_553252C.shtml](http://www.pe.com/ap_news/California/CA_LaLanne_Moment_of_Movement_553252C.shtml)

<http://www.keyt.com/news/local/Lets-Get-Moving-America-Campaign-Kicks-Off-in-Santa-Barbara-115013079.html>

<http://www.mymotherlode.com/news/state/ap/563410/Gym-teachers-students-honor-LaLanne-by-stretching.html>

[http://hosted.ap.org/dynamic/stories/C/CA\\_LALANNE\\_MOMENT\\_OF\\_MOVEMENT\\_CAOL-?SITE=AP&SECTION=HOME&TEMPLATE=DEFAULT](http://hosted.ap.org/dynamic/stories/C/CA_LALANNE_MOMENT_OF_MOVEMENT_CAOL-?SITE=AP&SECTION=HOME&TEMPLATE=DEFAULT)

[http://hosted.ap.org/dynamic/stories/C/CA\\_LALANNE\\_MOMENT\\_OF\\_MOVEMENT\\_CAOL-?SITE=CAANR&SECTION=HOME&TEMPLATE=DEFAULT](http://hosted.ap.org/dynamic/stories/C/CA_LALANNE_MOMENT_OF_MOVEMENT_CAOL-?SITE=CAANR&SECTION=HOME&TEMPLATE=DEFAULT) (Orange County Register)

<http://www.kqed.org/a/kqednews/RN201102010633>

<http://blog.peacefulplaygrounds.com/2011/01/jack-lalanne-moment-of-movement-coach.html>

<http://www.kqed.org/a/kqednews/RN201102010633>

<http://www.daylife.com/article/04ka5W21HIdMz>