



## **CAHPERD and Jamba Juice Break Guinness World Record for the “Most People Jumping/Skipping Rope at the Same Time”**

*Guinness confirms 70,880 Californians set new World Record on ‘CAHPERD Jamba Jump Day™’  
Event—Kicking off 2010 ‘American Heart Month’ by Jumping Over the World Record!*

Sacramento, CA – (NASDAQ:JMBA)—The Guinness World Record organization recently confirmed that the California Association for Health, Physical Education, Recreation and Dance (CAHPERD), and Jamba Juice Company, officially broke the previous Guinness World Record for the “Most People Jumping/Skipping Rope at the Same Time,” during the 2010 “CAHPERD Jamba Jump Day™” event, on February 1, 2010. The Guinness World Records staff, based in the United Kingdom, conducted thorough research and extensive fact-checking before confirming and announcing that CAHPERD and Jamba Juice had set the new World Record to be listed in the next edition of the Guinness World Records Book as:

*“The most people skipping rope in multiple venues was achieved by 70,880 participants from 294 schools in an event organised by the California Association for Health, Physical Education, Recreation & Dance (CAHPERD) and Jamba Juice, in California, USA, on 1 February 2010.”*

The World-Record breaking event, “CAHPERD Jamba Jump Day,” took place on the first day of “American Heart Month,” February 1, 2010 at precisely 9 am PST. On that date, CAHPERD and Jamba Juice volunteers led over 70,880 Californians in schools, nonprofit organizations, businesses, service organizations and clubs statewide, as they skipped roped simultaneously for ten minutes.

The official CAHPERD Jamba Jump Day Event countdown site, which was coordinated via live webcast and broadcast online, was hosted in California’s Capital and led by Sacramento Mayor (and former NBA All-Star) Kevin Johnson. Participation in the event extended from the Capital to over 290 schools and other locations across the state of California. The 70,880 CAHPERD Jamba Jump Day skippers broke the previous Guinness World Record held by Australia’s 59,000 rope skippers.

Among the CAHPERD Jamba Jump Day skippers helping to achieve this momentous feat included Boxer and “Dancing with the Stars” celebrity Laila Ali, Olympic Gold Medal Gymnast Peter Vidimar, “The Closer” Actress Gina Ravera, Grammy-Nominated Musician Brian O’Neal, World IBF Champion Yohnny Perez, Olympic Hall of Fame Swimmer Debbie Meyer, Extreme Wheelchair Athlete Aaron Fotheringham, the Harlem Globetrotters, and many more.

“We are beyond thrilled to have broken the Guinness World Record for the, ‘Most People Jumping or Skipping Rope at the Same Time,” said James D. White, President and CEO, Jamba Juice Company. “Working with CAHPERD and participating in an event of this capacity that supports a healthy, active lifestyle has been exciting for all of us. We want to thank all of the communities across California who jumped in to help—the importance of a good diet and physical exercise is essential to our children’s health and today, we really made that message clear.”

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In addition to CAPHERD and Jamba Juice, other notable CAHPERD Jamba Jump Day participants and partners included the American Heart Association, the California Governor’s Council on Physical Fitness and Sports, the Southwest District of the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD), CVS/Pharmacy, California Podiatric Medical Association, Bank of Sacramento, International Order of the Moose, and HOPSports, Inc., among others.

“The ‘CAHPERD Jamba Jump Day’ participants did an amazing job,” stated Dan Latham, CAHPERD President and CJJD leader. “I’ve never seen more energy and enthusiasm within CAHPERD, and our whole State! The importance of physical education, and being physically active every day at any age was repeated everywhere. The best part of the event was that it gave our CAHPERD members a wonderful platform to remind people that it doesn’t have to cost a lot of money to be healthy and fit. All you need is a good pair of shoes, and maybe a jump rope. That message clearly got out in a positive and fun manner on ‘CAHPERD Jamba Jump Day’!”

To see a wonderful, overall CAHPERD Jamba Jump Day (CJJD) event video, featuring all of the schools and locations that participated in this event, please check YouTube: <http://www.youtube.com/watch?v=-2xA9hIQvZ4>. To learn more about CJJD, JRFH/HFH program, or to order Guinness World Record logo certificates or banners for participants in this effort, please check CAHPERD’s new website: [www.cahperd.org](http://www.cahperd.org).

Finally, CAHPERD welcomes any and all participants of CJJD to purchase official school banners and/or personalized, “official” Guinness World Record certificates confirming the new record. Please check the CAHPERD website for more information, ordering instructions and banner design mock-ups: [www.cahperd.org](http://www.cahperd.org).

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### **About CAHPERD**

The California Association for Health, Physical Education, Recreation and Dance (CAHPERD), founded in 1930, is a nonprofit, voluntary, membership organization formed exclusively to promote the development and implementation of school, community and statewide health, physical education, recreation and dance programs. CAHPERD is comprised of Californians dedicated to health, wellness and fitness (especially for children), and include professional educators, administrators, researchers, youth leaders, students, dance scientists and instructors, coaches, sports medicine professionals, dancers, staff members of medical care facilities and public health agencies, fitness professionals, choreographers, therapists, recreation professionals, and others with career interests in the movement related fields. CAHPERD provides professional development opportunities for health and wellness professionals, including an annual CAHPERD State Conference March. CAHPERD also provides health and physical education programs directly to students, through programs that include the annual Southwest Dance and Acro-Sports Workshop in May in Palm Springs, California. For further information, please check: [www.cahperd.org](http://www.cahperd.org), or call (916) 922-3596.

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