

Originally Processed With FOIA(s):

S

FOIA Number:

S

# FOIA MARKER

**This is not a textual record. This is used as an administrative marker by the George Bush Presidential Library Staff.**

---

**Record Group/Collection:** George H.W. Bush Presidential Records  
**Collection/Office of Origin:** Speechwriting, White House Office of  
**Series:** Speech File Backup Files  
**Subseries:** Chron File, 1989-1993

---

**OA/ID Number:** 13717  
**Folder ID Number:** 13717-002

---

**Folder Title:**  
Great American Workout 5/1/90 [OA 6898]

---

Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>26</b>	<b>20</b>	<b>5</b>	<b>5</b>

---

(Smith/Blessey)  
April 23, 1990  
11 A.M.  
FIT

PRESIDENTIAL REMARKS: FITNESS MONTH  
SOUTH LAWN  
TUESDAY, MAY 1, 1990

Members of the President's Council on Physical Fitness,  
honored guests, ladies and gentlemen.

Welcome to the White House, and to an event which kicks off  
National Fitness Month -- otherwise known as The Great American  
Workout. And it's a special pleasure to have with us the man who  
embodies that event -- my friend Conan the Republican // Arnold  
Schwarzenegger. //

((You know, Arnold's even stronger than I thought he was.  
Before we came out here, he bench-pressed the Federal budget. //  
Which led me to ask one of my grand-kids: If Arnold can bench-  
press 300 pounds, how come you can't pick your socks up off the  
floor.)) //

((Arnold, I want to thank you for becoming Chairman of the  
President's Council on Physical Fitness. And also for your other  
offer. // I'm not saying what his role will be -- but Congress  
can draw its own conclusions when I warn I might have to twist  
some arms to get my legislation passed.)) //

Democrat or Republican, it doesn't matter: All of us have a  
stake in making exercise a part of America's fitness -- and  
fitness a part of every American day. No matter what your age -  
- regardless of your condition -- the Great American Workout can

enhance the quality and longevity of each American's life. //

Just look at these ten workout stations; in a couple moments, we'll be visiting them. One involves aerobic dancing // Barbara hopes it'll improve my foxtrot. Others are for great American pastimes like baseball and horseshoes. Arnold, in particular, can't wait for the station of the martial arts. // And I'd like to pay special tribute to the heroes who inspire us all: Yes, representatives of the Special Olympics.

These stations show how fitness can enrich the human mind, and body. As can a balanced and nutritional diet -- and today, 65 million Americans are dieting. // Avoiding alcohol and drugs -- this, too, can promote fitness. And help America be more competitive in the classroom, the factory, the ball field, the court. // Together, these steps can literally build an America that's Number One academically, economically, athletically, healthfully. //

((Speaking of competition, a while ago a reporter said to me, "What are you trying to prove by playing so many sports?" I told him I'm not trying to prove anything. // I just want to be the first President to get his picture on a Wheaties box.)) //

The fact is, of course: I love to compete. As do the kids at these workout stations -- kids from six to sixty-five. So this morning -- I hope this doesn't get me in trouble over another vegetable -- I think it's time to declare war on couch potatoes. //

Let's build an America where people are strong and more physically fit -- an America where the fish are a little weaker and run down when I'm trying to catch one. // An America, most of all, where we exercise, pump iron, and compete not simply to enrich ourselves -- but the Nation that will benefit from longer, healthier, and happier lives.

Thank you to every participant. God bless the United States. And now, it's my pleasure to officially proclaim National Fitness Month. To quote a great golfer who often dieted but bemoaned his lack of exercise, Jackie Gleason: "A little traveling music." Arnold, let's visit the workout stations of The Great American Workout.

# # # #

Acknowledgements - golf  
Don Anzole - Meisel  
Vinegar Ben Meisel

Brooks Robinson  
Ernie Banks  
Billy Williams  
Hal Smith  
H1 Worthington

baseball

Dominique Wilkins

basketball

Tom Shriver  
Stan Smith  
Arthur Ashe  
Ron Woods (usta)

tennis

Jane Block  
Sam Sneed

golf

Arnold S.  
Jim Lorimer

weightlifting

Mary Lou Retton  
Reto Vidmar  
Koncu Ringold

Symonstics

Ernie Shriver  
George Allen

Sp. Olympics  
Football

4/23/90

Great American Workout

Pres Council on Physical Fitness  
Moff Gundry 202-3104

Arnold Schwarzenegger (M)  
(208) 622-4111 (M)  
(213) 396-5917 (S)

250 spectators  
100-150 participants

4 minutes

WAPA introduction

participants: Ted Sillman, Cherna Schwartz, Mrs S

Natl Physical Fitness and Sports Month  
kick-off - / Grt. Amer. Workout  
encourage people to exercise

Encourage local communities to have  
p.e. programs  
stations:  
marshalls pts  
horse shows  
football  
general p.e.  
aerobics  
tennis

h.s. team  
of coach  
basketball  
Dominique Williams  
→ basketball

relieves stress  
quality of life  
reduces high blood pressure  
weight

## NAME

## ORGANIZATION

## TELEPHONE NO.

NAME	ORGANIZATION	TELEPHONE NO.
Doug ADAIR	W.H. Cabinet Affairs	456-2800
Paul Hodges Bunt	Co. Am. Workunit	828-7000
Wendy Weber Taler	Co. Am. Workunit	797-4845
Audrey Calhoun	Natl Park Service	755-7798
Jay Byrle	WH Council	456-2898
GAIL BRODER	Office of the General Counsel	475-0155
Susan K. Zegame	" / DHMS	245-6318
JAY ALLISON	WH PRESS OFFICE	456-2100
JIM McDANIEL	NAT'L PARK SVC / W.H. LIAISON	485-9836
William D. Mill	PCPFS	272-3421
JOE OPERSKALSKI	USSS / PPD	395-#6340
Rick Robbins	SI / Interest Dept	343-4338
Gary Matcheson	SS / AD	355-4420
Matthew Friday	PCPFS	272-3424
STEVE GUBACK	PCPFS	272-3430
Peggy Hazelrigg	White House Advance	456-7865
Judd Swift	" " "	"
Carla McBill	Hargrove Inc	459-1400
TERRY McNAY	"	"
Debbie Romash	WH - Visitors office	456-2322
Stephanie Blussay	Speechwriting	456-7450
BRUCE CAUGHMAN	WH MILITARY OFFICE	395-1747

**NAME**

**ORGANIZATION**

**TELEPHONE NO.**

GEORGE MYRO

HARBOUR

459-1400

GARY WALTERS

WHITEHOUSE-RESIDENCE

456-2650

SCENARIO

THE GREAT AMERICAN WORKOUT

MAY 1, 1990

- 6:15am Marine Band in place on South Lawn.
- 6:15am Gates open. Guests begin to arrive.
- 6:45am Chairman Schwarzenegger briefs participants and begins morning warm-up.
- 7:00am Participants proceed to work stations and begin workout.
- 7:09am THE PRESIDENT and MRS. BUSH are announced onto the South Lawn Platform where he joins The Chairman and The Secretary of HHS.
- THE PRESIDENT makes welcoming remarks.
- 7:15am The Chairman and the Secretary of HHS escort THE PRESIDENT and MRS. BUSH to the various work stations.
- 7:25am THE PRESIDENT and MRS. BUSH conclude their visit to the work stations with a visit to the tennis court.

(POOL COVERAGE)

Please Note: At this time, all other participants proceed to Diplomatic Entrance to pose for group photo.

- 7:28am THE PRESIDENT and MRS. BUSH, accompanied by the Chairman, depart the Tennis Courts enroute the platform area.
- 7:30am THE PRESIDENT thanks participants.
- 7:32am The Chairman thanks THE PRESIDENT and MRS. BUSH and the participants.

(GROUP PHOTO)

7:35am

THE PRESIDENT and MRS. BUSH depart.

The Chairman invites one or two more groups onto the stage for performances.

During this time, The Chairman and celebrities will be available to do stand-up interviews on the South Lawn.

8:00am

Event is concluded.

Staffed

(Smith/Blessey)  
April 24, 1990  
4 P. M.  
FIT

PRESIDENTIAL REMARKS: FITNESS MONTH  
SOUTH LAWN  
TUESDAY, MAY 1, 1990  
7:10 A.M.

Bruce Zanca  
x2421

Secretary Sullivan, Arnold Schwarzenegger, Members of the President's Council on Physical Fitness, honored guests, ladies and gentlemen.

Welcome to the White House. It's a pleasure to be with all of you -- especially the man who symbolizes physical fitness, my friend, Arnold Schwarzenegger. //

((You know, Arnold's even stronger than I thought he was. Before we came out here, he bench-pressed the Federal budget. // Which led me to ask one of my grand-kids: If Arnold can bench-press 300 pounds, how come you can't pick your socks up off the floor?)) //

Memo from  
Council  
4/24/90

((Arnold, I want to thank you for becoming Chairman of the President's Council on Physical Fitness. And also for your other offer. // I'm not saying what his role will be -- but Congress can draw its own conclusions when I warn I might have to twist some arms to get my legislation passed.)) //

This morning we're here for a special event -- The Great American Workout -- which kicks off National Physical Fitness and Sports Month. // And today -- I hope this doesn't get me in trouble over another vegetable -- today we're declaring war on couch potatoes. //

All of us have a stake in making exercise a part of America's fitness -- and fitness a part of every American day. No matter what your age, sex, or physical condition, The Great American Workout can enhance the quality and longevity of each American's life. //

Just look at these ~~ten~~ workout stations; in a couple moments, we'll be visiting them. One involves aerobic dancing // ((Barbara hopes it'll improve my foxtrot.)) Others are for American pastimes like baseball, basketball, football, and, yes, horseshoes. Arnold, in particular, can't wait for the martial arts station. // And I'd like to give a special salute to the heroes here representing the disabled and Special Olympics. Your strength and determination inspire us all. //

The Great American Workout shows how fitness can reduce heart disease and stroke. Lowering stress, blood pressure, and cholesterol. Yet surveys show that only 40 percent of American adults exercise regularly. And among our kids, fitness hasn't improved over the last decade -- in fact, it's often declined.

One way to change that is by returning quality physical education to our schools. Only one State now requires daily phys. ed. in its schools from kindergarten through twelfth grade. Let's make it fifty. // Also, let's pledge to eat a balanced and nutritional diet. And avoid excessive alcohol and <sup>of course</sup> drug use. // Together, these steps can make America more competitive in the classroom and factory as well as the playing field. Through

Beck Jones  
x 2421

Archie Spina  
Pres's Council  
272-3424

Frank Street  
Pres's Council  
memo  
1/24/80

X

fitness, we can build a healthier America that's Number One academically, economically, and athletically.

((Speaking of excellence, a while ago a reporter said to me, "What are you trying to prove by competing in so many sports?" I told him I'm not trying to prove anything. // I just want to be the first President to get his picture on a Wheaties box.)) //

The fact is, of course: I love to compete in athletics. As do the kids at these workout stations -- kids from six to sixty-five. Yes, fitness can be an individual activity. Or a family affair. Either way, it can help create an America that outperforms any Nation in the world.

Thank you to every participant. God bless the United States. And it's my pleasure to officially proclaim National <sup>Physical</sup> ~~National~~ ~~Sports~~ Fitness Month. Now, to quote a great golfer who often dieted but seldom exercised, Jackie Gleason: "A little traveling music." // Arnold, let's visit the workout stations of The Great American Workout.

# # # #

TELECOPIER TRANSMITTAL COVER SHEET

Please deliver the following pages to:

Name: CURT SMITH

City: Washington

Telecopier Telephone Numbers: 456-6218

From: STEVE GUBACK

Total Number of Pages 7 Including Cover Sheet.

If you do not receive all the pages, please call back as soon as possible: (202)272-3421.

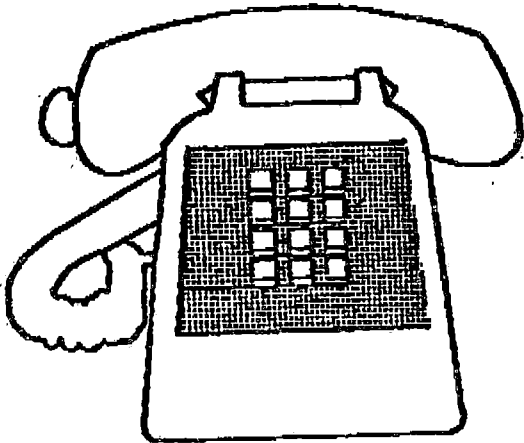
To transmit call area code (202) 504-2064.

*York Owner*

*Vinegar Ben Meisel*

*E. D. 272-3421*

*Books Robinson Cubs  
Ernie Banks - S.G. Cubs  
Billy Williams St. Louis Cardinals  
Hal Smith  
Washington  
→ P.D.  
Giants  
Twins*



Transmitted by: \_\_\_\_\_

Operator: \_\_\_\_\_

Date: \_\_\_\_\_ Time Sent: \_\_\_\_\_



THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

WASHINGTON, D.C. 20001

April 24, 1990

MEMORANDUM TO: Curt Smith
FROM: Steve Guback
SUBJECT: Talking Points, Great American Workout

Stephanie Blessey asked me to send you some talking points for President Bush's remarks at the Great American Workout, May 1, at the South Lawn of the White House.

\* The Great American Workout, being held for the first time, symbolically kicks off National Physical Fitness and Sports Month nationwide.

\* The idea is to call attention to the benefits of exercise and physical fitness for good health and a vigorous quality of life.

\* The Great American Workout also will show that exercise can be fun, and that there are appropriate exercises for everyone -- regardless of age, sex or physical condition. (Some disabled and Special Olympics individuals, as well as seniors, will be participating in the activities.)

\* Despite this, surveys show that only about 40 percent of American adults claim they exercise regularly, but less than 20 percent exercise at levels vigorous and frequent enough to produce cardiorespiratory benefits.

\* We need to improve on those figures to strengthen the fiber of our society, to reduce steadily increasing health costs and to provide a better quality of life for everyone.

\* Surveys also have shown that the physical fitness of American school children has not improved in the last 10 years and in some cases has deteriorated. We must reverse that trend. One way would be to return daily quality physical education into the schools. Only one state among the 50 (Illinois) has daily physical education for all students from K thru 12. (Surveys also show that habits formed by youngsters early are more likely to be followed throughout life.)

\* Exercise, among other things, can cut down the risk of heart disease and stroke, reduce high blood pressure, lower cholesterol, reduce stress, increase productivity, help control weight and may increase longevity -- a regular magic package that's inexpensive, can be done at any time and can be fun.

As you know, the President and Mrs. Bush exercise regularly and seem to get great joy from it. If there are questions that you have, please call me at 272-3430.

Handwritten signature

**YOUTH FITNESS FACT SHEET****THE ISSUES:**

- \* Youth fitness in the United States has not improved in the last ten years, and in some cases has declined.
- \* Approximately 50% of girls ages 6-17 and 30% of boys ages 6-12 cannot run a mile in less than ten minutes.
- \* 55% of girls ages 6-17 and 25% of boys ages 6-12 cannot do one pullup.
- \* Boys generally perform better than girls on fitness tests, except in the area of flexibility.
- \* Girls' scores increase with age until age 14, where they plateau and then decrease, except for flexibility where there is continued improvement to age 17.
- \* American children have become fatter since the 1960s (U.S. Public Health Service).
- \* 40% of children ages 5-8 show at least one heart disease risk factor (i.e. physical inactivity, obesity, elevated cholesterol, high blood pressure).
- \* Only 35% of America's schoolchildren in grades 1-12 are enrolled in daily physical education.

**PCPFS RECOMMENDATIONS:**

- \* Quality daily physical education (minimum class time of 30 minutes) for all students grades K-12.
- \* Major emphasis of program to be lifetime physical fitness activities for the development of strength, endurance and flexibility for health and performance.
- \* Physical fitness testing at least twice yearly (fall and spring).
- \* Programs designed to accommodate students at all levels of ability and individual capabilities.

**PFPEC PROGRAMS:**

- \* President's Challenge Youth Fitness Award program featuring the Presidential and National Physical Fitness Awards for youth ages 6-17 and the State Champion Award for outstanding school fitness achievement.
- \* Annual school mailing with fitness information.
- \* School Demonstration Center program.
- \* Clinics for leadership training of teachers, coaches, etc.

**ADULT FITNESS FACT SHEET****THE ISSUES:**

- \* In the United States, only 40% of adults age 18 and older claim they exercise or play sports regularly.
- \* Only about 20% of the adult population exercises at levels vigorous and frequent enough to produce cardiorespiratory benefits.
- \* Surveys show that older age-groups report a lower exercise participation rate than younger age-groups.
- \* More men (43%) than women (38%) exercise regularly.
- \* Recent surveys indicate that 34 million adults are considered obese (20 percent above desirable weight).
- \* According to a Nielsen survey, 56% of women aged 25-34 were found to be dieting to lose weight.

**EXERCISE TRENDS:**

- \* Low-impact exercise (i.e. low-impact aerobics and walking) is growing in popularity as a more moderate approach to exercise and is advocated by experts.
- \* A study of Harvard alumni men released in 1986 found that mortality rates were significantly lower among the more physically active, defined as engaging in the equivalent of 2000 kcals or more per week of activity reported as walking, stair climbing and sports play.
- \* Swimming has the most participants of any sport - 66.1 million in 1987.
- \* Among team sports, basketball had the most participants in 1987 with 25.1 million people.
- \* In 1987, retail sales of sporting goods increased to \$17.8 billion from \$16.8 billion in 1986.

**PCPFS PROGRAMS:**

- \* Presidential Sports Award Program recognizing regular participation in 49 different sports and fitness activities.
- \* Informational brochures on physical fitness.
- \* Public service advertising campaign encouraging regular exercise under the theme "Fitness is Feeling Great!"
- \* Periodic symposia and conferences.

**SENIOR FITNESS FACT SHEET****THE ISSUES:**

- \* Surveys show that only 32 percent of American adults age 65 and older exercise regularly.
- \* Walking is the most popular exercise activity for this age group.
- \* The percent of adults who exercise regularly is lowest in the 45-64 age group (30.4%) followed closely by the 65 years and older age group.
- \* The four most common chronic conditions among adults age 65 and older are arthritis, hypertension, hearing impairments and heart disease. All but hearing impairment can be positively influenced by appropriate exercise.

**PCPFS RECOMMENDATIONS:**

- \* Check with your physician before beginning an exercise program.
- \* Engage in a regular exercise program to help stimulate the formation of new bone tissue, improve cardiorespiratory endurance, muscle strength and endurance and flexibility.
- \* Include aerobic activities and strengthening and stretching exercises in your exercise program.
- \* Program should also include exercises to improve balance, agility and reaction time.
- \* Group exercises are recommended as a means to provide social interaction while promoting physical fitness.
- \* Increase activity level gradually.

**PCPFS PROGRAMS:**

- \* "Pep Up Your Life - A Fitness Book for Seniors" produced by the PCPFS and distributed through the American Association of Retired Persons.
- \* Periodic White House Symposia and Regional Seminars on Fitness and Aging.
- \* Public service announcements focusing on exercise for older Americans.
- \* Clinic sessions on exercise for older adults.
- \* Walking brochures and other special projects geared to the fitness needs of older adults.

**GENERAL FITNESS FACT SHEET****BENEFITS:**

- \* More energy and capacity for work and leisure activities.
- \* Improved health (i.e. reduced risk of cardiovascular and other degenerative diseases, high blood pressure and obesity).
- \* Greater resistance to stress, anxiety and fatigue and a better outlook on life.
- \* Increased muscle strength, endurance, tone.
- \* Improved joint and muscle flexibility.
- \* Loss of extra pounds and help at staying at ideal weight.
- \* Improved self-image.

**RECOMMENDED PROGRAM:**

- \* Includes exercises for muscular strength and endurance, heart/lung endurance, flexibility.
- \* A minimum of three workouts per week including 20-40 minutes of aerobic exercise (i.e. walking, jogging, swimming); two 20-30 minutes sessions of muscular conditioning exercises (i.e. curls, pushups); 10-12 minutes of stretching daily.
- \* Precede each workout with 5-10 minutes of warmup exercises and end with a 5-10 minute gradual cooldown.

**MOTIVATIONAL TIPS:**

- \* Check with your physician first to establish guidelines.
- \* Set realistic goals and gradually work towards them.
- \* Chart your progress.
- \* Listen to your body.
- \* Do exercises you enjoy.
- \* Vary your routine.
- \* Exercise with your family or friends.
- \* Consult an expert if you have questions.

**EMPLOYEE FITNESS FACT SHEET****THE ISSUES:**

- \* In 1987, the Nation's health care bill was \$496.6 billion, up from \$458.2 in 1986.
- \* About 66 million Americans have one or more forms of cardiovascular disease.
- \* More than 1.5 million Americans, many at the peak of their careers, have heart attacks and more than 500,000 of them die each year.
- \* High blood pressure afflicts 60 million Americans.
- \* Back problems are a leading cause of absenteeism and disability in the corporate environment.

**THE WORKSITE APPROACH:**

- \* First true employee fitness program established in 1894 at the National Cash Register Company in Dayton, OH. Consisted of morning and afternoon exercise breaks for employees.
- \* Today, more than 1,000 companies in the U.S. have organized employee physical fitness programs, and about 50,000 offer some form of recreational activity for their employees (i.e. softball team, bowling leagues, etc.)
- \* Benefits of employee fitness programs include: decreased absenteeism, reduced health care costs, lower employee turnover, improved productivity, improved job performance and higher morale.
- \* Sample successful employee programs: Mesa Petroleum, Bonne Bell, Tenneco, Campbell Soup Company, Pepsico, Chase Manhattan Bank, Phillips Petroleum, Xerox, The Travelers Insurance Company.
- \* Cost varies from as little as the cost of a "paper program" with bulletins, newsletters and other fitness literature to millions for an extensive in-house facility.
- \* Association for Fitness in Business (organized in 1974 by PCFFS with a few fitness directors) now has more than 3,000 members.

**PCFFS PROGRAMS:**

- \* Fitness in the Workplace: A Corporate Challenge - brochure.
- \* Federal Interagency Health/Fitness Council - coordinated by PCFFS to encourage fitness programs at the Federal worksite.
- \* Business and industry health and fitness symposia.