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Great American Workout 5/1/91 [OA 8322]

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THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

WASHINGTON, D.C. 20001

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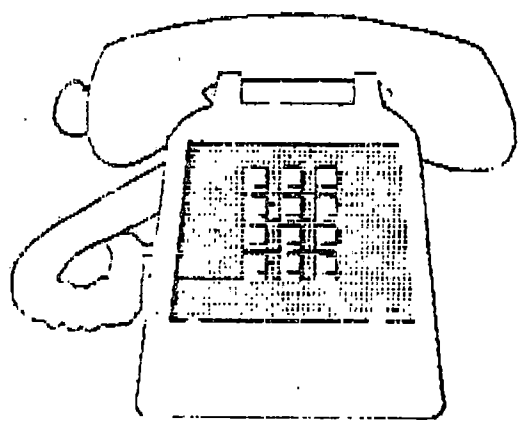
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THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS
WASHINGTON, D.C. 20001

April 19, 1991

MEMORANDUM TO: Dan McGrotry
FROM: Steve Guback
SUBJECT: President Bush Remarks, Great American Workout

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Attached is a list of accomplishments by Arnold Schwarzenegger since his appointment as chairman of the President's Council on Physical Fitness and Sports, along with the news releases on the Great American Workout, Arnold's New England-Mid Atlantic tour which begins on Monday and the recipient of the 10 millionth Presidential Physical Fitness Award.

Some possible talking points for the President:

As a part of the President's education message, we request that emphasis be put on total education -- MIND AND BODY. It's the old Greek philosophy of a sound mind and a sound body. It's just as important to grow up fit as it is to grow up smart. One without the other, isn't very good.

Physical education is an integral part of the total education process.

Our country continues to have a very serious youth fitness problem. Surveys indicate that the fitness of American youth hasn't improved in the last decade and in many cases has declined. Arnold's pledge to visit all 50 states is part of his commitment to help turn this situation around.

Schools continue to eliminate Physical Education from their curriculums.

Too many kids are watching television and playing TV games at home, rather than engaging in activities or play that will help them develop physically.

Too many children are not being physically educated at school and are not getting exercise at home. The schools can't do it alone, the parents must be involved in helping improve the fitness of their children. Arnold also calls upon the schools to give "homework" in physical education, along with the other subjects.

We hope the President will encourage school districts throughout America to establish quality daily physical education in their schools.

Health care costs have climbed from \$230 billion to \$606 billion in the last decade -- and are projected to reach \$1.5 trillion by the year 2,000. That's part of the reason we need our youngsters to be physically fit -- not only to contain those costs but to assure a high-quality life for each individual.

The Healthy People Year 2,000 Report of the Department of Health and Human Services lists two very important goals for physical education:

(a) -- Currently, only 36 percent of the school children in the U.S. have daily physical education. The goal by the year 2,000 is to increase it to 50 percent.

(b) -- Also, to increase to at least 50% the proportion of school physical education class time that students are physically active, preferably engaged in lifetime physical activities.

The greatest responsibility of our society, and our government, is to assure each of our youngsters that they will be able to enjoy in good health all the life that is coming to them.

A handwritten signature in black ink, appearing to be "Sten", located in the lower right quadrant of the page.



THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS
WASHINGTON, D.C. 20001

Early List of Some Celebrities for Great American Workout

Scott Hamilton (Figure Skating)
Bruce Jenner (Track & Field)
Carl Lewis (Track)
Edwin Moses (Track)
Kevin Nealon (Saturday Night Live)
Tony Orlando (Entertainer)
Terry Schroeder (Volleyball)
Peter Vidmar (Gymnastics)
Kristi Yamaguchi (Figure Skating)
Mary Lou Retton (Gymnastics)
Four Boys and a Babe (Youth entertainers)

Chairman Arnold Schwarzenegger's Activities
For President's Council on Physical Fitness and Sports
January 1990 - April 1991

Appointed Chairman: Jan. 22, 1990

Major Events:

Great American Workout, South Lawn of White House, May 1, launching National Physical Fitness and Sports Month.
Goodwill Games, July 21, Seattle, WA. Official representative of President Bush, also delivered address on fitness in Welcoming Ceremonies.
Illinois State Fair, Fun Run. Delivered major address, met with Governor Thompson, had summit meeting with educators, legislators, fitness leaders, etc.
Satellite Interview with President Bush, May 8, 1990
Nine-state Southern-Midwest Tour, Sept. 22-28, 1990
Raisin Youth Fitness, Student Fitness Program, Mar. 21, 1991
U.S.O. 50th Anniversary Salute, Welcome to Persian Gulf Troops, introduces President Bush, 4/13/91

School Appearances:

Polk Elementary School, Alexandria, VA
Fairfax High School, Fairfax, VA
Northwest Regional Clinic of PCPFS, Pacific Lutheran University, Tacoma, WA. (Delivered keynote address, also addressed 1,500 youngsters in special assembly.)
Garfield High School, Los Angeles, CA (Taped for Public Broadcasting System "Futures" program with Jaime Escalante)
First World Congress on Fitness, Nutrition and Sport for All (school children from Jose Clemente Orozco Academy, 1645 W. 18th Pl, Chicago, and other youngsters participated in special program for Schwarzenegger)
Astoria Middle School, Astoria, OR, June 9, 1990 (Photos and interview for Newsweek article, Aug. 27, 1990)
Seaside High School, Seaside, OR, Commencement Speaker, June 9, 1990
Bryan Station High School, Lexington, Ky., Sept. 24, 1990
Crooked Creek Elementary School, Indianapolis, IN, Sept. 24, 1990
East Elementary School, Jefferson City, MO, Sept. 26, 1990
Hiatt Middle School, Des Moines, IA, Sept. 26, 1990
Van Hise School, Madison, WS, Sept. 27, 1990
Pleasant Hill Elementary School, Topeka, KS, Sept. 28, 1990
Millard Lefler Junior High, Lincoln, NE, Sept. 28, 1990
University of Nebraska, Lincoln, NE, Sept. 28, 1990
Jefferson Elementary, Sacramento, CA, Feb. 19, 1990
El Rodeo Elementary School, Los Angeles, CA, Mar. 21, 1991

Major Addresses:

The National School Boards Association, Washington, DC, Feb. 3, 1991
The American Alliance for Health, Physical Education, Recreation &

Dance, Annual Convention, New Orleans

First World Congress on Fitness, Nutrition and Sport for All, Chicago,
 May 18, 1990, before delegates from 75 countries world-wide
 14th Oregon Health Promotion Conference, Seaside, OR
 Goodwill Games, Seattle, Welcoming Ceremonies.
 Healthy American Fitness Leaders Banquet, Tampa, FL, Sept. 22, 1990
 Huntsville Space and Rocket Center, Huntsville, AL, Sept. 22, 1990
 Pump Up with Arnold Youth Rally, Indianapolis, IN, Sept. 24, 1990
 State Capitol, Des Moines, IA, Sept. 26, 1990
 Seaside, OR, Wellness Conference, June 12, 1990
 IRSA International Convention, San Francisco, Mar. 14, 1991
 I.D.E.A. Convention, Los Angeles, Mar. 8, 1991
 The American Alliance for Health, Physical Education, Recreation &
 Dance, Annual Convention, San Francisco, 4/4/91

Television:

30-second commercial on youth fitness sponsored by Reebok
 Barbara Walters Special, on Academy Awards night
 All networks on day of appointment.
 All networks on day of the Great American Workout
 Larry King Show, CNN, 5/11/90
 Entertainment Tonight, 5/23, 1/30/91
 MTV "Totally Arnold" TV Special, 6/90
 Larry King Show, TBS, 7/21/90 during Welcoming Ceremonies of Goodwill
 Games.
 Home Show with Bruce Jenner on Presidential Sports Award, 6/90.
 Overtime with Pat O'Brien, 8/90.
 Inside Edition, Nov. 27, 1990
 Futures Series, Public Broadcasting System, Jamie Escalante
 Ansinio Hall Show, Jan. 10, 1991
 NBC Today Show
 Closer Look with Faith Daniels

Magazines, Newspapers:

USA TODAY, cover story, two-page spread, March 15, 1990
 Gentlemen's Quarterly, cover story, five-pages in Summer Fitness Issue
 Sports Illustrated for Kids, two-page spread promoting President's
 Challenge and sweepstakes for Goodwill Games
 Newsweek, "My Turn" column, May 21, 1990 issue on fitness in US
 Newsweek, "Hey, Kids, Get Physical," Aug. 27, 1990.
 Scouting, cover story, for Boy Scouts of America, Oct. 1990
 Sports Illustrated, Point After Feature, 5/14/90
 The Physician and Sportsmedicine, May issue, three-page feature
 TV Guide, cover story
 Vanity Fair, June issue
 Saturday Evening Post, cover story, July-Aug, 1990
 Club Business International, cover story, May 1990
 Premiere, cover story, June, 1990
 Rehab Management, cover story, Oct./Nov. 1990 issue,
 Scholastic Magazine, cover story, first grade issue, Nov./Dec., 1990
 Scholastic Magazine, cover story, second grade issue, Nov./Dec. 1990

"For Kids" Newsletter, cover story, Fleet Bank, Rhode Island, 1990
 U.S. News & World Report, Portrait, Nov. 26, 1990
 Saturday Evening Post, cover story, Nov-Dec, 1990
 New York Times, Education Life, full page, Jan. 6, 1991
 Humpty Dumpty's Magazine, four-page spread, Sept. 1990.
 Health Talk, "Hip to Be Fit," April 1991
 Cycling & Fitness, cover story, Vol. 1, No. 3, 1991
 Physical Therapy Forum, cover story, Mar. 8, 1991
 Instructor Magazine, Let's Get Physical Calendar, April, 1991
 Ford Times, six-page spread, April 1991

Radio:

Interview with KABC, Los Angeles, during Goodwill Games
 Soldiers Network, Operation Desert Storm, Feb. 3, 1991

Outside Project Involvement:

Interview and photo opp with U.S. Cycling Federation on Junior Olympics
 Cycling program, Seattle, during Goodwill Games.
 Operation Desert Shield, air-lift weight-training equipment to troops in
 Saudi Arabia.
 "Futures" television series with Jaime Escalante, distributed nationwide
 via Public Broadcasting System television to school math classes.

White House Events:

Appeared at Congratulatory Ceremony for San Francisco 49ers, Super Bowl
 champions, Feb. 27, 1990.
 Great American Workout, May 1, 1990
 White House Report to Students, publication, Vol. III

Posters:

Photos taken with elementary and high school students for two President
 Challenge posters which were mailed to 114,000 schools in
 September, 1990 promoting the President's Challenge physical
 fitness awards program.
 Fitness Is Fun Poster, funded by U.S. Games.

Press Conferences:

Washington, DC, 2/2/91 in connection with speech before National School
 Boards Association.
 Northwest Regional Clinic of PCPFS, Pacific Lutheran University
 White House, Jan. 22 on appointment; May 8 on National Physical Fitness
 and Sports Month/Fitness in U.S. with Pres. Bush.
 University of Washington, Seattle; press conference on fitness with Gov.
 Booth Gardner, also photo opportunity during workout of governor
 with Arnold.
 National School Boards Association Leadership Conf., Feb. 3, 1991
 Illinois State Fair, Aug. 18, 1990.
 Huntsville, AL, Sept. 22, 1990
 Tampa, FL, Sept. 22, 1990
 Lexington, KY, Sept. 24, 1990.



Contact: Steve Guback
(202) 272-3430

FOR RELEASE, TUESDAY, APRIL 9

WASHINGTON, D.C. -- Arnold Schwarzenegger, the chairman of the President's Council on Physical Fitness and Sports, announced yesterday that he will make an 11-state tour of New England and Mid-Atlantic states beginning April 22 to help improve youth fitness and return daily physical education classes to the nation's schools.

"Our children are this country's greatest asset," said Schwarzenegger. "So we must do all we can to improve their physical fitness. Studies continue to show that the fitness of American youngsters has not improved in the last decade and in some cases has deteriorated. Clearly, this is not acceptable.

"We're going to call upon the governors, state legislators, educators, fitness leaders and others on this trip to help reverse this trend. We will be calling for a return to quality daily physical education classes, more parental involvement and innovative community programs."

Schwarzenegger's whirlwind jaunt will include visits to Maine, Vermont, New Hampshire, Massachusetts, Connecticut, Rhode Island, Pennsylvania, New York, New Jersey, Maryland and Delaware. Although the emphasis will be on youth fitness, Schwarzenegger also will address other fitness issues, including programs for seniors and the handicapped.

When named by President Bush as chairman of the President's Council on Physical Fitness and Sports on January 22, 1990, Schwarzenegger pledged to help make the 90's the "Fitness Decade." He already has embarked on the most ambitious agenda in the Council's 35-year history.

Among other things, he produced the Great American Workout on the South Lawn of the White House to launch National Physical Fitness and Sports Month each May and represented President Bush and spoke on fitness at the welcoming ceremonies of the 1990 Goodwill Games. He also pledged to visit schools and officials in all 50 states to campaign for more frequent quality physical education. Only Illinois, among the 50 states, has daily physical education for all grades, K through 12.

Schwarzenegger already has visited 13 states and is greatly encouraged by the response from Governors, educators and other officials. "I'm convinced now that this whole youth fitness problem can be turned around," he said. "The Governors with whom I've talked, without exception, have pledged their support. So have the educators and groups such as the National PTA; the American Alliance for Health, Physical Education, Recreation and Dance, the National Recreation and Park Association, and many others."

On each stop during Schwarzenegger's fitness jaunt he will hold press conferences and meet personally with school children by either attending physical education classes or fitness rallies. "We want to bring the message directly to the youngsters and tell them the importance of keeping fit," Schwarzenegger said. "We will challenge them to workout daily, to get involved in sports, to keep away from drugs, and to watch their diet and stay away from junk food. We want them to strive to have both sound minds and sound bodies."

The schedule of Schwarzenegger's trip and his meeting with the Governors, all in the state capital city:

Monday morning, April 22 -- Connecticut (Gov. Lowell Weicker)
Monday afternoon, April 22 -- Vermont (Gov. Richard Snelling)
Tuesday morning, April 23 -- Rhode Island (Gov. Bruce Sundlun)
Tuesday afternoon, April 23 -- New Jersey (Gov. James Florio)
Wednesday morning, April 24 -- Maryland (Gov. William Donald Schaefer)
Wednesday afternoon, April 24 -- Maine (Gov. John McKernan, Jr.)
Thursday morning, April 25 -- New York (Gov. Mario Cuomo)
Thursday afternoon, April 25 -- Massachusetts (Gov. William Weld)
Friday morning, April 26 -- Pennsylvania (Gov. Robert Casey)
Friday afternoon, April 26 -- Delaware (Gov. Michael Castle)
Monday morning, April 29 -- New Hampshire (Gov. Judd Gregg)



Contacts: Steve Guback
(202) 272-3430
Elaine Crispen
(202) 628-1070
(703) 684-2073

GREAT AMERICAN WORKOUT KICKS OFF FITNESS MONTH

WASHINGTON, D.C. -- The second Great American Workout, with an emphasis on youth fitness, will be held on the South Lawn of the White House on May 1 to launch the annual celebration of May as National Physical Fitness and Sports Month, it was announced today by the White House and Arnold Schwarzenegger, the chairman of the President's Council on Physical Fitness and Sports.

"President Bush has indicated he will participate as he did last year to show his support for our campaign to help improve the fitness of all Americans and particularly the youth," said Schwarzenegger. "Surveys show that the fitness of American youngsters has not improved in the last decade and in many cases has deteriorated. Clearly, this is not acceptable. We must do all we can to reverse this trend. That's what this event is all about."

Youngsters from 11 national youth programs, along with their coaches and leaders, will participate in a series of sports and fitness activities beginning at 7 a.m. at stations spread across the South lawn to illustrate the many avenues available to fitness for youth. Dozens of celebrities from sports and entertainment will be on hand to encourage the youngsters and speak on fitness.

"Our youth are this country's greatest asset and its future," said Schwarzenegger. "We must do all we can to see that they are physically fit through quality daily physical education classes, more parental involvement and innovative community programs like the ones that will be on display."

Participating organizations and their activities are: Boys & Girls Clubs of America (gymnastics), 4-H Clubs (tennis), Girl Scouts (youth aerobics), Boy Scouts (soccer), Police Athletic League (karate and double-Dutch rope jumping), Special Olympics (sports for the disabled), YWCA (volley ball), YMCA (basketball).

Also, American Alliance for Health, Physical Education, Recreation and Dance (school physical education programs), National Recreation and Park Association (National Youth Fun and Fitness Program), Department of Defense military dependents (Marine Corps Youth Fitness Test).

In addition to the Great American Workout, some 1,200 Washington youth will participate in a Youth Fun and Fitness Festival on the West Steps of the Capitol at

11 a.m. Six exercise stations, ranging from ice skating to rope skipping, will be in action. Additionally, fitness experts Chris Silkwood and Myrna Partrich, both members of the President's Council on Physical Fitness and Sports, will lead the youngsters through 45 minutes of aerobic exercises. Schwarzenegger and the other celebrities will move from the White House to the Capitol to participate in this public event. Members of Congress also will participate.

The unprecedented three-day emphasis on youth fitness in the Nation's Capital includes a National Youth Fitness Summit, May 1-3, at the Sheraton Washington Hotel. Nationally-known educators and fitness experts will participate in the conference to develop strategies to increase the levels of physical activity and fitness for youth.

Speakers include Schwarzenegger, who will deliver the keynote address, plus Health and Human Services Secretary Louis W. Sullivan; Housing and Urban Development Secretary Jack Kemp and Ken Cooper, the director of the Aerobics Institute of Dallas, TX. The conference is a cooperative project of the President's Council, the National Association for Sport and Physical Education and the Sporting Goods Manufacturers Association.

4/17/91



Contact:
Steve Guback (202) 272-3430
Matthew Guidry (202) 272-3424

IMMEDIATE RELEASE

Alabama Student Honored at White House

Washington, D.C. -- Andrea Stafford, a fifth-grade student at Avalon Middle School in Muscle Shoals, AL, will be honored at the White House during the Great American Workout on May 1 as the 10 millionth recipient of the Presidential Physical Fitness Award.

Stafford, 11, a straight-A student academically, earned the Presidential Physical Fitness Award for the third time earlier this month. The award recognizes those students 6-17 years of age who achieve an outstanding level of achievement on the President's Challenge, a fitness test that involves a one-mile run/walk, curl-ups, pullups, a shuttle run, and a sit-and-reach test for flexibility. Students must score at the 85th percentile or better on all five components based on a national youth fitness survey to earn the Presidential Physical Fitness Award.

The Great American Workout officially opens National Physical Fitness and Sports Month, which is observed annually in May. President Bush and Arnold Schwarzenegger, the chairman of the President's Council on Physical Fitness and Sports, will participate, along with government officials, celebrities from sports and entertainment, fitness leaders and youth from 11 national youth-serving agencies.

Stafford, the daughter of Jane and Wayne Stafford, is active in tennis, baseball, softball and is a peewee football cheerleader. She will be accompanied to Washington by her mother and her physical education teachers, Gay Dixon and Ski Anderson.

4/19/91



THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

WASHINGTON, D.C. 20001

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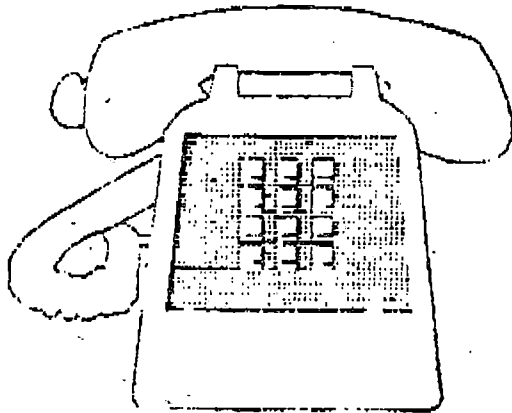
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4/19/91

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GATE LIST

Great American Workout - Wednesday, May 1, 1991 - 06:30AM/Visitors Entrance
Contact Social Office X7788
THE PRESIDENT

ACCEPT AND NO RESPONSE

| NAME | | NAME | |
|--------------------------------------|---|--------------------------------|---|
| Abdul, Paula (Ms.) | | Hamilton, Scott (Mr.) | A |
| Abrams, Bruce E. (Mr.) | A | Harris, Neil Patrick (Mr.) | |
| Allen, Debbie (Miss) | | Hart, Mary (Miss) | |
| Allen, Thomas (Dr.) | A | Herbert, Ira C. (Mr.) | |
| Ashe, Arthur (Mr.) | | Hextall, Ron (Mr.) | |
| Barish, Ann (Mrs.) | A | Hoffman, Michael A. (Mr.) | A |
| Barish, Keith (Mr.) | A | Hostetler, Jeffrey (Mr.) | |
| Belfour, Ed (Mr.) | | Jackson, Bo (Mr.) | |
| Bissaro, Richard (Mr.) | A | Jenner, Bruce (Mr.) | A |
| Black, John (Mr.) | A | Jenner, Chris (Mrs.) | A |
| Brennan, Edward A. (Mr.) | | Johnson (Mrs.) | |
| Burke, Chris (Ms.) | | Johnson, Marvin "Magic" (Mr.) | |
| Butterfield, USN, John (Cap. (Ret.)) | A | Joyner, Florence (Ms.) | |
| Carvey, Dana (Mr.) | A | Joyner-Kerses, Jackie (Ms.) | |
| Chapman, Sunny (Mr.) | | La Fontaine, Pat (Mr.) | |
| Clark, Dennis (Mr.) | | Lamar, Kevin T. (Mr.) | |
| Culkin, Macaulay (Mr.) | | Lee, Cathy (Ms.) | A |
| DeVito, Danny (Mr.) | | Lewis, Carl (Mr.) | A |
| Dunn, Walter H. (Mr.) | | Lorimer, James J. (Mr.) | A |
| Earl, Robert I. (Mr.) | | Lover, II, Louis G. (Mr.) | |
| Eldridge, Elmer (Mr.) | A | Manzer, Justin (Mr.) | |
| Evert, Chris (Miss) | | Marano, Thomas J. (Mr.) | |
| Fisher, John E. (Mr.) | A | Mellion, Mo (Dr.) | |
| Gatson, Brandon (Mr.) | | Merritt, John D. (Mr.) | |
| Gifford, Frank (Mr.) | A | Milano, Alyssa (Ms.) | |
| Gold, Joe S. (Mr.) | A | Mill, Andy (Mr.) | |
| Goldberg, Shep (Mr.) | A | Montana, Jenifer (Mrs.) | |
| Graf, Stephanie (Ms.) | | Montana, Joe (Mr.) | |
| Gray, Wendy (Ms.) | A | Nealon, Kevin (Mr.) | |
| Gretzky, Wayne (Mr.) | | Nelson, Craig T. (Mr.) | |
| Gutierrez, Arthur (Mr.) | A | Nieto, Jr., Augustine L. (Mr.) | A |
| | | Nixon, Norman (Mr.) | |
| | | Norris, Chuck (Mr.) | |
| | | Orlando, Francine (Mrs.) | A |
| | | Orlando, Tony (Mr.) | A |

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Great American Workout - May 1, 1991
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| NAME | NAME |
|----------------------------|------|
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| Perlman, Rhea (Ms.) | |
| Prather, William E. (Mr.) | |
| Rafter, Wilford J. (Mr.) | A |
| Rashad, Arnad (Mr.) | |
| Rashad, Phylcia (Mrs.) | |
| Retton, Mary Lou (Miss) | A |
| Richter, Mike (Mr.) | |
| Riley, Pat (Mr.) | |
| Robinson, David (Mr.) | |
| Shofer, Lois M. (Dr.) | A |
| Singar, Jerry (Mr.) | |
| Smith, Kathy (Miss) | |
| Smith, Jr., Alan A. (Mr.) | |
| Sterling, Michael (Mr.) | A |
| Storey, Susan M. (Ms.) | |
| Sugarman, Burt (Mr.) | |
| Turly, Joshua (Mr.) | |
| Uretz, Michael A. (Mr.) | A |
| Vidmar, Peter (Mr.) | A |
| Weider, Ben (Mr.) | |
| Weider, Eric (Mr.) | |
| Weider, Joe (Mr.) | |
| White, Jaleel (Ms.) | |
| Willard, John P. (Mr.) | |
| Wong, Brooks (Ms.) | |
| Wyand, Steve (Mr.) | A |
| Yamaguchi, Kristiana (Ms.) | A |
| Zapp, John (Dr.) | |

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Great American Workout - May 1, 1991
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REGRETS AND SUBSTITUTES

| NAME | NAME |
|-----------------------------|------|
| Anderson, Loni (Ms.) | R |
| Brannan, Edward A. (Mr.) | R |
| Carvey (Mrs.) | R |
| Cruise, Tom (Mr.) | R |
| Danza, Tony (Mr.) | R |
| Eastwood, Clint (Mr.) | R |
| Evans, Janet (Ms.) | R |
| Fireman, Mark (Mr.) | R |
| Greenwood, Lee (Mr.) | R |
| Hamil, Dorothy (Miss) | R |
| Hammer, M. G. (Mr.) | R |
| Holtzman, Mark (Mr.) | R |
| Jordan, Michael (Mr.) | R |
| Mack, Jillia (Mrs.) | R |
| Mears, Robert (Mr.) | R |
| Navratilova, Martina (Miss) | R |
| Reynolds, Burt (Mr.) | R |
| Rogers, Mimi (Ms.) | R |
| Ropes, David G. (Mr.) | R |
| Selleck, Tom (Mr.) | R |
| Simpson, O. J. (Mr.) | R |
| Travis, Randy (Mr.) | R |

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TOTAL COUNTS

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|-------------------------------|-----|
| NUMBER OF ACCEPTS: | 35 |
| NUMBER OF REGRETS: | 22 |
| NUMBER OF NO RESPONSES: | 61 |
| NUMBER OF UNKNOWN GUESTS: | 18 |
| NUMBER OF EXPECTED ATTENDERS: | 114 |



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l, his family, his

friends, and all Americans. With Mr. Reed's release, we have six innocent Americans that are still being held hostage in Lebanon. In addition, there are a number of foreign nationals that are being held hostage. Their predicament weighs on our mind and tempers the joy we feel today by Mr. Reed's release.

Once again, we wish to express our gratitude to all those who through their efforts helped in Mr. Reed's release. In particular, we would like to thank the Government of Syria for facilitating this release. We would also like to thank the Government of Iran for using its influence to help bring about this humanitarian step. We cannot rest, however, until all hostages are free. We urge all parties who either hold hostages or have any influence over the hostage-takers to work for the expeditious and unconditional release of the remaining hostages.

Note: Frank Herbert Reed, director of the Lebanon International School, was kidnapped by members of the Organization of the Islamic Dawn in Beirut on September 9, 1986.

**Remarks on Signing the National Physical Fitness and Sports Month Proclamation
May 1, 1990**

Well, welcome to the White House. I think Secretary Sullivan looks better already. [Laughter] And to Arnold Schwarzenegger and members of the President's Council on Physical Fitness and Sports, honored guests, ladies and gentlemen, welcome. Welcome to the White House, and a pleasure to be with all of you, especially the man who symbolizes physical fitness, Arnold Schwarzenegger.

You know, he's stronger than I thought he was. He bench-pressed the Federal budget. [Laughter] This weekend we had our grandson Sam LeBlond. I said, "If Arnold Schwarzenegger can do that, why can't you pick up your socks?" [Laughter]

But look, this morning we're here for a very special event. I want to thank all the participants. It kicks off National Physical

Fitness and Sports Month. And today—I hope this doesn't get me in trouble with another vegetable—[laughter]—but today we're declaring war on couch potatoes. [Laughter] And all of us have a stake in making exercise a part of America's fitness and fitness a part of America every 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.

And just look at these workout stations. Barbara and I came around and toured them all last night. In a couple of moments, we'll be visiting them again. And one involves aerobic dancing; others are for American pastimes like baseball and basketball and football and, yes, horseshoes—and a martial arts station.

And I'd like to give a special salute to the heroes here representing the Disabled and Special Olympics. Their strength and determination inspires us all.

The Great American Workout shows how fitness can reduce heart disease and stroke—lowering stress, blood pressure, cholesterol. And 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, in some cases, it's declined. And one way to change that is by placing a new emphasis on quality physical education in our schools.

Arnold briefed me on this the other day. Only one State now requires daily physical education in its schools from kindergarten through 12th grade. So, let's encourage all 50 States.

And also, let's pledge to eat a balanced and nutritional diet, avoid excessive alcohol use and, of course, say no to drugs. And all you broccoli lovers, eat your heart out, out there. [Laughter] Together these steps can make America more competitive in the classroom and the factory, as well as on the playing field.

Through fitness, we can build a healthier America that's number one academically, economically, and athletically. By participating in so many sports, I'm not trying to get my picture on a Wheaties box. I love sports, as do the kids at these workout stations—kids from 6 to 65. And, yes, fitness can be an individual activity or a family

affair. Either way it can help create an America that out-performs any nation in the world.

Thank you to every participant. It's my pleasure to officially proclaim National Fitness and Sports Month. And now, to quote a great golfer who often dieted but seldom exercised—Jackie Gleason—a little traveling music. Arnold, let's take a look at these workout stations. And thank you all once again.

Note: The President spoke at 7:10 a.m. on the South Grounds at the White House. In his opening remarks, he referred to Secretary of Health and Human Services Louis W. Sullivan and Arnold Schwarzenegger, Chairman of the President's Council on Physical Fitness and Sports.

Proclamation 6124—National Physical Fitness and Sports Month, 1990

May 1, 1990

By the President of the United States of America

A Proclamation

We know that individuals can influence their health, fitness, and productive performance of life through the active pursuit of regular exercise programs. Those who participate in physical activities or sports programs also know the exhilaration and sense of satisfaction that come from regular exercise.

With increasing awareness of these benefits, the number of physically active men and women has continued to grow over the last decade. Today, nearly one of every two American adults participates regularly in some form of exercise and sports.

There is great support for daily exercise for youngsters, regardless of physical capabilities. Physically fit persons generally live longer, perform better, and participate more fully in life. Moreover, habits formed at an early age tend to stay with a person for life.

Many communities are demonstrating their support for physical fitness as a family activity by sponsoring athletic programs

that involve the entire family. Indeed, the realization that fitness improves the quality of life has gained increasing popularity with senior citizens, and we are seeing a proliferation of organized exercise programs for our older citizens.

Despite the progress that has been made, too many Americans—of all ages—do not exercise regularly. Of particular concern is the number of young Americans who are not physically fit. Our challenge is to instill youngsters with a sense of the value of physical fitness and a desire to get in shape and remain fit. It is essential that fitness and sports programs be made increasingly available in schools, at the workplace, and during leisure time so that our citizens will be able to experience the joys and benefits they offer.

Now, Therefore, I, George Bush, President of the United States of America, by virtue of the authority vested in me by the Constitution and laws of the United States, do hereby proclaim the month of May 1990 as National Physical Fitness and Sports Month. I urge all Federal, State, and local government agencies and the people of the United States to observe the month with appropriate programs, ceremonies, and activities.

In Witness Whereof, I have hereunto set my hand this first day of May, in the year of our Lord nineteen hundred and ninety, and of the Independence of the United States of America the two hundred and fourteenth.

George Bush

[Filed with the Office of the Federal Register, 2:56 p.m., May 1, 1990]

**Remarks at a White House Briefing for the Leadership of National Small Business United and the National Association of Women Business Owners
May 1, 1990**

Thank you all very much. Thank you all, officials of both organizations, and welcome to Washington. Let me say I apologize; I'm afraid I might have kept you waiting for a few minutes. Let me pay my respects to the

Bartholomey

- Ashcroft
- Campbell
- Bronstad
- McKeon
- Roemer
- Romney
- ~~Boeh~~ Baugh
- Sullivan

- 1 Acknowledge Gov's he met w/earlier
- 2 Obviously Bus leaders
- 3 Distinguished group of St. Legis.
Spleer John Martin (Maine)
Chrmn Nat'l Conf of St. Legis.
- 4 2nd Mayor - Sydney Bartholomey
Pres. of Nat'l League of Cities

Dan McBrearty

Pat
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BB 319-0900

Bartholomey

Steve Gumbak
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RE: MAY 1 EVENT/SPORTS STATIONS BREAKDOWN

| | | |
|-----|-----------------------------------|---------------------------------|
| #1 | Field Hockey/ Country Skiing | Special Olympics |
| #2 | Volleyball | YWCA |
| #3 | Aerobics | NPRA |
| #4 | State of Art Fitness Equip. | White House Fitness Center |
| #5 | Rope Jumping | Police Athletic League |
| #6 | Gymnastics | Boys and Girls Clubs of America |
| #7 | Basketball | YMCA |
| #8 | Wrestling | Department of Defense |
| #9 | Soccer | Boy Scouts |
| #10 | President's Challenge Award | AAHPERD |
| #11 | Youth Fun & Fitness | Girl Scouts |
| #12 | Tennis | 4-H |

