



MEDIA ADVISORY
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Kids Team Up with Benny the Bull to Get Fit at the Energizabulls Health Assembly

The Salvation Army and the Chicago Bulls sponsor program at Higgins Community Academy to increase physical activity and improve health

WHAT: Students and parents from Higgins Community Academy will work out alongside Benny the Bull in an interactive health assembly promoting the importance of physical activity and leading a healthy lifestyle. Powered by HOPSports, EnergizaBulls is a unique interactive video exercise training system that teaches the Chicago Bulls Fitness Program, a broad range of athletic and physical skills created by the Chicago Bulls. Students will learn and practice a variety of skills as they move, dance, jump, pass and swing their way through lessons in this high-energy, entertaining multi-media program. The EnergizaBulls program is currently being incorporated into physical education programs and offered as an elective at Higgins Community Academy.

- See students work out with Benny the Bull
- Watch as students learn and practice skills in a dynamic, multimedia program
- Meet EnergizaBulls participants and their families

A recent Sinai Health System study revealed that 50 percent of children in and around West Pullman are obese. This epidemic is directly attributed to a lack of organized sports. Only 33 percent of community children are involved in any kind of physical education or weekly sport program, as opposed to 63 percent of children living in northern Chicago. For more than two years, The Salvation Army has worked hand-in-hand with local organizations, churches and schools to develop educational and recreational programs that encourage healthy lifestyles in West Pullman, the future location of The Salvation Army's Ray and Joan Kroc Corps Community Center.

WHEN: Thursday, November 6, 2008
9:30 a.m. - 10:00 a.m.

WHERE: Higgins Community Academy
11710 S. Morgan St.
Chicago, Illinois

WHO: Youth grades Kindergarten through 7 and parents
Benny the Bull
Majors David and Darlene Harvey, *Kroc Center Administrators, The Salvation Army*
Dave Kurland, Chicago Bulls Senior Director of Community Relations
Dr. Mable Alfred, Principal Higgins Community Academy
Mrs. Ernie Davis, Physical Education Instructor, Higgins Community Academy
(more)

Background

Last November The Salvation Army Chicago Metropolitan Division announced the Ray and Joan Kroc Corps Community Center Project in the West Pullman neighborhood on the city's far south side. The 200,000-square-foot Kroc Center will be a state-of-the-art community and social service facility in one of Chicago's most underserved areas. When completed, the Kroc Center will be a community center of unprecedented scope and size, and will offer an array of education, sports, arts and support programs for people of all ages never before available in a single Chicago facility. For more information about The Kroc Center, visit www.kroccenterchicago.org.

About The Salvation Army

The Salvation Army is the largest social service organization in the world and the single largest direct provider of social services in Chicago and the state of Illinois. The Army operates 200 points of entry in neighborhoods across the greater Chicago area, providing disaster relief, shelter, meals, rehabilitation programs, child care and head start, senior services and more. On any given night, about 900 people are sleeping under a Salvation Army roof. In 2010, The Army will celebrate 125 years of service in Chicago. The Salvation Army is there every day, 24-hours-a-day in Chicago and throughout the country providing disaster relief to people in crisis.

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