

2nd Annual Coach Bob Cole Memorial 5K Run/Walk

FOR IMMEDIATE RELEASE
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Governor's Council Encourages Community Participation at Local Event

Sanford, MI – Coach Cole Memorial 5k Run/Walk has been recognized as a quality physical activity event by the Governor's Council on Physical Fitness.

Date/Time: July 14, 2012 at 8:30 a.m.

Location: Sanford Ball Diamonds,
118 Lincoln St., Sanford, MI 48657

Sponsored By: Robert Charles Cole Foundation and Sponsors

The Governor's Council endorses local, regional and state events to acknowledge an organization's ability to plan and carry out a quality event that significantly contributes to the health and well-being of Michigan residents. The Coach Bob Cole 5k Run/Walk exemplifies this core value and is endorsed by the Governor's Council.

"By endorsing local events all across the state, we hope to bring attention to the importance of physical activity and encourage our citizens to take responsibility for their health," said Marilyn Lieber, president and CEO of the Governor's Council. "These local events can have a tremendous impact on health care costs that present a significant challenge for our state's economy."

**Proceeds benefit
Coach Cole's**

Legacy Scholarships:

Coach Cole Jack Pine Cross Country Scholarship

Builder Bob's Industrial Arts Scholarship

Robert Charles Cole Agriculture Scholarship

"Making the World a Better Place" Grant.

In order to become an endorsed event, an organization must complete an application form for review. Some criteria that is taken into consideration includes providing a positive, safe physical activity experience using qualified officials and benefiting a nonprofit or charitable organization.

For more information about the Governor's Council's endorsement program, please visit www.michiganfitness.org/endorsements/index.php.