



## **Cox Communications Employee Event**

**WHAT:** NFL Network's *Keep Gym in School* Kick-Off Event  
Sponsored by Cox Communications

**WHEN:** Tuesday, November 18<sup>th</sup>, 2008, 10:30am

**WHERE:** Bethune Elementary School  
1310 S. 15<sup>th</sup> Ave.  
Phoenix, AZ 85007

**DESCRIPTION:** NFL Network's *Keep Gym in School* initiative has adopted Bethune Elementary and Middle School in Phoenix, AZ, which will receive a grant of approximately \$55,000 for a new field and to improve other physical education facilities. The adoption is a part of the inaugural year of *Keep Gym in School*, a national initiative to keep physical education and activity in America's schools launched this year in partnership with Cox Communications Arizona and the Arizona Cardinals.

Arizona Cardinals quarterback **Kurt Warner** will be joined by NFL Network Analyst, 11-time Pro Bowler **Rod Woodson**, Phoenix Mayor, **Phil Gordon**, Cox Sr. VP and GM, **Steve Rizley** to unveil the new equipment and facility installed at Bethune. All will participate in a pep rally on the field leading into a football-themed field day led by Warner and Woodson to assess students' fitness levels as part of an In-School Fitness Challenge. The challenge is designed to motivate students to stay healthy and active throughout the year culminating with one Bethune student being invited to a *Keep Gym in School* Honors event held in New York City during the week of the 2009 NFL Draft.

From 8:30am to 12:30pm volunteers will help operate the football-themed field day for the students, which will follow the press conference and pep rally.