



**Office of the Mayor
City of Los Angeles**

ANTONIO R. VILLARAIGOSA

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MAYOR VILLARAIGOSA LAUNCHES *READY, SET, GOLD!*

Ready, Set, Gold will combine the excitement of Los Angeles' 2016 Olympic bid with motivating children to set and reach their goals in fitness and health

LOS ANGELES – Promoting Los Angeles' bid to become the site of the 2016 Summer Olympics, Mayor Antonio Villaraigosa along with the Southern California Committee for the Olympic Games (SCCOG), today launched *Ready, Set, Gold!* Matching former Olympians with LAUSD school children, *Ready, Set, Gold!* will combine the excitement of Los Angeles' Olympic bid with motivating children to set and reach their goals in the areas of fitness and health.

Joining Mayor Villaraigosa and SCCOG at Coeur D' Alene Elementary School in Venice, California to launch the program were Los Angeles City Council member Bill Rosendahl, Los Angeles City Attorney Rocky Delgadillo, Los Angeles Unified School District School Board President Marlene Canter and the Southern California Olympians.

“Today, we are going to bridge healthy bodies and healthy minds, with physical and academic achievements,” said Mayor Villaraigosa. “We will use this program to combine the excitement of the Olympics and the importance of goal setting to motivate not just young people, but everyone in the community to set and reach their goals.”

Ready, Set, Gold! draws upon United States Olympians and Paralympians who wish to promote healthy living and active lifestyles in young people. They will provide real life examples of how setting goals helped them be successful in sport and in life, and encourage students to do the same.

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The first phase of *Ready, Set, Gold!* is a pilot program, and matches 30 Olympic and Paralympic athletes with 30 LAUSD schools. Each Olympian and Paralympian will meet with their adopted school a total of five visits per school year. During the sessions, Olympians will describe what inspired them to become great athletes, how they set goals, and how each student can identify worthy goals themselves.

The program was developed in part to complement Fitnessgram, a state mandated fitness program for all fifth, seventh and ninth graders in California. All students take a pretest in the fall and together with their physical education teachers, set realistic goals and create a fitness plan on how to reach them, with testing occurring again at the end of the school year.

“Eating nutritional foods and being physically active are fundamental for all students, and are areas that LAUSD has been working to promote,” said Los Angeles School Board President Marlene Canter. “We are thrilled to have America’s true heroes, Olympians and Paralympians, participate in the Ready, Set, Gold! program as a supplement to Fitnessgram, to help motivate our students toward a healthy lifestyle.”

The second phase of Ready, Set, Gold! will involve additional schools and Olympians, as well as motivational materials for students across Los Angeles Unified School District. Ultimately, subsequent phases will include schools throughout Southern California and beyond.

Los Angeles is one of three American finalist cities to host the 2016 Olympic Games, and the *Ready, Set, Gold!* campaign is a legacy of the ongoing Los Angeles bid.

“Southern California is home to more Olympic athletes than anywhere in the world,” said Barry Sanders, chairman of the Southern California Committee for the Olympic Games. “We are proud to be the first bid committee in the history of the United States Olympic movement to create a lasting program for the community and hope to inspire a whole new generation of Olympic athletes.”

Olympic Bid Process

The United States Olympic Committee (USOC) will make a final decision on whether to bid for the 2016 Games by the fall of this year. If they decide to go forward with a bid they will select a U.S. candidate city by March of 2007. The candidate city then would begin an international campaign leading to the selection of the 2016 Olympic Games host city by the International Olympic Committee (IOC) in 2009.

About the Southern California Committee for the Olympic Games (SCCOG)

Formed in 1939, the SCCOG is a non-profit organization whose mission is to promote the Olympic Movement in Southern California. Since its inception, the SCCOG has bid for the Olympic Games on behalf of and in conjunction with the City of Los Angeles, garnering the award of the Games for 1984. Further information about the SCCOG can be found on their Web site at www.sccog.org