

NEWS RELEASE



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CPS Students to Help Launch National “Edu-tainment” Initiative Designed to Improve Physical, Mental and Environmental Health and Well-being

Cincinnati Public Schools will be the first school district in the nation to provide opportunities for its students, ages 6 to 12, to experience Clever Craze for Kids (CCK), a national wellness initiative that combines animated games, valuable information and contests to motivate students to achieve and maintain healthy lifestyles. The initiative officially launches on Wednesday, August 12, 2009, at 10 a.m. with a special demonstration by students at South Avondale School located at 636 Prospect Place in Avondale.

CCK was developed by the leadership that launched Speaking of Women’s Health, a nationally renowned program that educates women to make informed decisions about health, well-being and personal safety for themselves and their families. Designed with similar principles, CCK focuses on helping young children increase daily physical activity, adopt healthy eating habits, maintain positive self-esteem and strong character, and develop environmentally friendly habits.

“We could not be more excited to launch this program in Cincinnati Public Schools,” says Dianne Dunkelman, founder and CEO of CCK. “This program incorporates elements that children really love – fun games, lively animation and a bit of competition – to keep them engaged in activities that will improve their well-being throughout their lives.”

CCK is all about “edu-tainment,” and uses interactive computer games led by self-selected “avatars” (animated characters) that model behaviors essential to healthy physical, mental and emotional development. At the heart of the program is a school competition that awards **bi-monthly cash prizes to schools** with the highest number of participating students, as well as those with the highest-scoring students in CCK’s contests. There will be two 1st-place prizes, two 2nd-place prizes, two 3rd-place prizes and an additional prize opportunity. A total of \$25,000 in prizes will be awarded each bi-monthly period. Students must have parental permission to participate. CCK is accessible online at www.clevercrazes.com.

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“This program complements our districtwide wellness efforts, and we are honored to be among the first to experience all that it has to offer,” said Mary Ronan, superintendent of Cincinnati Public Schools. “And, the fact that there are financial incentives gives our schools ongoing chances to raise funds to support additional enrichment opportunities. It’s a win-win for everyone.”

Along with CPS, students at TCP World Academy also will participate. Data collected from TCP will be used to guide the enhancement of the presentation of educational materials. CCK is confident that students will share what they want and how they want it through the positive healthy lifestyle changes they make.

About Clever Crazes for Kids

Clever Crazes for Kids (CCK) is a project of a 501(c)(3) not-for-profit organization. Clever Crazes for Kids focuses on children (ages 6-12) and aspires to:

- 1) Teach the perils of “overeating” (childhood obesity) and leverage the benefits of healthy nutrition
- 2) Teach the benefits of exercise and physical activity
- 3) Teach “living green” and improving the sustainability of the planet
- 4) Teach character and self-esteem building behavior and discourage bullying
- 5) Enable kids to compete for prizes to benefit their schools

Clever Crazes for Kids Mission

The Mission of Clever Crazes for Kids is to build healthy lives with a primary focus on nutrition, physical activity, self-esteem and respect for our earth. We have engaged “edu-tainment” principles. We believe that there is a golden thread that weaves through our four main educational areas of nutrition, physical activity, self-esteem/bullying, and environmental sustainability. These objectives enable us to make healthy living a fun part of every-day life for young people. To learn more about Clever Crazes for Kids, visit us online at www.clevercrazes.com.

About Cincinnati Public Schools

Cincinnati Public Schools (CPS) – a district of 58 schools serving a diverse population of more than 34,000 students in grades preschool to 12 – prepares students for life through rigorous academic programs, numerous enrichment opportunities and strong community partnerships. The district has maintained the Continuous Improvement ranking, the third-highest available, from the Ohio Department of Education for the last four years. In addition, its graduation rate has increased from just over 60 percent to 82 percent since 2002. Three of its high schools – Walnut Hills High School, Withrow University High School and Clark Montessori High School – are ranked among the top 1,000 public high schools in the United States according to national magazines. CPS is in year six of a \$1-billion Facilities Master Plan to renovate or build new facilities for the entire district. To learn more about Cincinnati Public Schools, visit the district online at www.cps-k12.org.

