



City of Everett
Office of the Mayor
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PRESS RELEASE

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BOKS YOUTH WORKOUT PROGRAM EXPANDS TO OTHER SCHOOLS

The popular youth workout program that launched last year in Everett Public Schools returned for another year – and this time, it expanded to include four additional schools.

Boks, an outreach effort from Reebok’s nonprofit, is a nationwide program that promotes fitness and healthiness to elementary schools. Students meet twice a week for 6 weeks to exercise together and learn about nutrition. Boks takes place about 45 minutes before the morning bell rings, thereby energizing students for the upcoming school day.

Boks launched in Everett last year, with a pilot program at the Keverian School. The students responded so positively that Boks has returned – and expanded – for the 2017 school year. It will now be run in the Webster, Whittier, Parlin and Lafayette elementary schools.

On March 1st 2016 The Keverian School launched the Build Our Kid’s Success Program (BOKS). The BOKS Program is an important step in helping children appreciate the benefits of exercise as well as healthy life choices. The program was possible through a \$100,000 grant secured by Mayor DeMaria from the U.S. Conference of Mayors and the American Beverage Association to fight Childhood Obesity.

“I have heard great reports about Boks’ work with our kids and I’m thrilled that we are offering it to more students this year,” Mayor Carlo DeMaria said. “Creating a community of health and wellness starts at a young age. Even as young as kindergarten, these kids are learning the benefits of exercising and eating healthy foods. These are important lessons that we are instilling at an early age.”

Volunteers from Everett have signed up to lead the morning workout sessions at the schools. The volunteers are trained and certified by professional exercise and nutrition specialists at Boks.

Children will need to inquire at their schools about their BOKS schedule at their participating school. Registration forms will be available to them. Approximately 25 children may participate in each session and the participants will be chosen based on a lottery.

Parents will be responsible for transporting their children to school. Children who attend a before school program are eligible to enroll and participate.

Nationally, the Boks program has reached more than 1900 schools.

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