



request FOR COVERAGE

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CORRECTION IN RED – REQUEST FOR COVERAGE/PHOTO OPPORTUNITY

- WHAT: **Finale for Odessa College’s 7th Annual 30 for 30 Fitness Challenge**
- WHO: Fitness Challenge participants, OC administrators, employees, and students
- WHEN: 10 a.m., Tuesday, Oct. 14, 2014
- WHERE: Odessa College Sports Center foyer
- OTHER: For the 2014 community-wide **30 for 30 Fitness Challenge**, 787 participants accepted the challenge to exercise 30 minutes per day for 30 consecutive days. Out of those original participants, the entrants who completed the challenge will be eligible to win one of six Academy gift cards worth up to \$1000.

During the month-long challenge, weekly “Lunch and Learn” information sessions, Facebook posts, emails and newsletters provided updated health, wellness and fitness information to the participants to encourage and assist them in creating new healthy habits.

Shortly after coming to Odessa College in 2007, OC President Gregory Williams challenged employees to commit to the first 30 for 30 Fitness Challenge. In the following years, the challenge was extended to include the community as well as OC employees.

A few years before the first 30 for 30 Fitness Challenge, Williams made his own personal commitment to living a healthier lifestyle and as of Tuesday, Oct. 14, 2014, he has maintained that commitment to exercise daily for **3225 days**.

Sponsors for this year’s 30 for 30 Fitness Challenge were the City of Odessa and Medical Center Hospital.