



## **MEDIA/PHOTO ALERT**

Contact: Rand Elliott, The Coca-Cola Company  
P: 404.515.0726  
raelliott@na.ko.com

### **Program in Corinth Part of National Effort to Get Students More Physically Active**

***Local Resident Running Through Mississippi to Encourage  
Physical Activity and Help Youth "Step With It!" for Health***

**WHAT:** Local Corinth resident Kenneth Williams will kick off his 400-mile run down the Natchez Trail as part of the "Step With It! Mississippi initiative. The Corinth High School cross country team and local Boys & Girls Club members will assemble to help Williams get ready for his run, as well as to participate in the program and learn about the importance of physical activity for a healthy lifestyle.

Williams' run through Mississippi, called Step With It! Mississippi, is part of the national stepometer program, Step With It!, which teaches youth a fun way to incorporate physical activity into their daily lives. The Step With It! program, developed by Coca-Cola in partnership with the National Association for Sport and Physical Education (NASPE), challenges youth to take a minimum of 10,000 steps a day to maintain good health.

Williams, a Corinth, Miss. native, is running to raise money to support physical education programs in Boys & Girls Clubs throughout the state. While on his adventure of a lifetime, Williams will visit middle schools and Boys & Girls Clubs, encouraging kids to get active. Students will be given "stepometers" -- small pedometers to help them track how many steps they take each day.

Members of the media also will be given a stepometer on request and are invited to put in their 10,000 steps a day.

In addition to this kick-off event, there will also be three other Step With It! events at middle schools in Corinth during the week of Sept. 20<sup>th</sup>.

**WHO:** Corinth Mayor Jerry Latch will also be on hand to declare the first days of Kenneth's Run across the state "Step With It!" Corinth days.

**WHEN:** Monday, September 20<sup>th</sup> at 4:00 p.m.

**WHERE:** Court Square on Waldron Street  
**Media are invited to follow Kenneth out to the start of his run at the Mississippi state line for a photo opportunity.**

**ABOUT:**

The Step With It! Mississippi run officially launches on September 20, 2004 in Corinth, Mississippi, and will conclude in Gulfport, Mississippi at the end of October. Step With It! Mississippi is sponsored by The Coca-Cola Company, Partnership for a Healthy Mississippi and Trustmark National Bank. Donations can be made at any Trustmark branch and Boys & Girls Club location. For more information on Williams' journey, please visit [www.stepwithit.ms](http://www.stepwithit.ms) to see updates on his progress and information on the Step With It! program.