

Kellogg's® FROSTED FLAKES™ & DISNEY CHANNEL SPORTS DREAMS INVITE YOU TO TAKE THE FITNESS CHALLENGE

No matter what sport you play, physical fitness is an important part of any athlete's success. Even star athletes need to practice and work hard to stay healthy and improve their skills. The more fit you are, the better you'll play, and the more fun you'll have.

So let's get started! First, take the Challenge below and see how well you do. Then give yourself two weeks to work on the exercises, making sure you eat right. Healthy eating is an important key to anyone's fitness -- and don't forget that a good breakfast is the best way to start your day off right.

After the two weeks, take the Challenge again and see how you've improved. You might be surprised at what you can accomplish when you push yourself to do your very best. That's how you **Earn Your Stripes™** -- by staying fit, working hard, and eating right. Keep it up, and you'll make your own Sports Dreams come true.

So go grab some game, and take the Fitness Challenge!

WARM-UPS

Earning Your Stripes™ also means taking care of your body. Before you start any physical activity, you need to warm up properly. Warming and stretching will make your muscles more limber, help you do your best when playing, and will decrease your chances of being injured. Try these simple stretches and warm-ups:

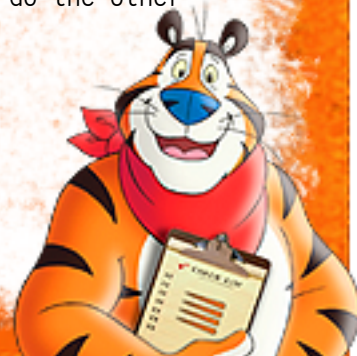
Neck Roll: Roll your neck to loosen the muscles in your neck and shoulders. Start with your ear near your shoulder on one side and very slowly rotate your head around to the front, ending with your head on the other side. Now roll back to the other side.

Reach for the Sky: Stand with your feet shoulder-length apart. Reach both arms over your head, keeping your hands together, and stretch towards the sky. Hold for 10-20 seconds, then relax.

Arm Circles: Hold your arm out with your palm facing out. Move your arm in a circle, one arm at a time, to loosen up your shoulders and arms. Do this five times forward and five times backward for each arm.

Side Stretch: While standing, hold your hands at your waist and bend to one side until you feel a stretch. Hold for 10-20 seconds, then relax. Now do the other side.

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Hamstring Stretch: Stand tall, put your feet together and reach down to your toes, keeping your knees straight. This stretches the back of your legs.

Quad Stretch: Stand on your left leg. Bend your right knee, grab your right ankle and pull it up gently up to stretch your front thigh muscles. Hold for 15 to 30 seconds and then switch sides.

THE CHALLENGE

Grab a stopwatch (or any watch with a second-hand) and try these challenge activities. During the Challenge, remember to keep a smile on your face and have fun!

Endurance Run

Endurance will help you build a healthy heart and lungs, and will keep you in the game longer and stronger than ever. Don't forget to keep plenty of water handy during this run!

For this exercise, find a safe place to run, such as a park or ball field. Next, decide on a reasonable distance to complete. For example, you can choose to go once around a large park, or 5 times around your school's base ball diamond.

Once you've decided on your course, grab your watch and see how long it takes you to complete your run. You may walk during the test if you get tired, but you should try to complete the distance in the shortest time possible. Be sure to write down your time.

Curl-Ups

When **Earning Your Stripes™**, it's important to encourage family and friends to do their best, too. This is a great exercise to do with a friend, since they can hold down your feet during the curl-ups. But if nobody's around, you can still do these very effectively by yourself.

Lie on your back, with your knees bent. There should be about 12 inches between your feet and your rear. Extend your arms forward, with your hands pointing towards your knees. Now reach up until your hands touch your knees, then lie back down. Repeat and see how many you can do in a row, without stopping.

Push-Ups

You can build strength in your arms, back, shoulders and entire upper-body with this exercise.

Lie face-down in a push-up position with your hands under your shoulders, and your legs straight. Your feet should be slightly apart. Push yourself up,



straightening your arms. Now lower your body, making sure your back and knees stay straight, until your upper arms are parallel to the floor. Push yourself back up. See how many you can do without stopping.

Custom Challenge

Now it's your turn to challenge yourself. Pick your favorite sport or activity, and make up your own challenge.

If you're a basketball player, see how many free throws you can get in a row. If you're a swimmer, time yourself on a lap in the pool. Love soccer? Dribble the ball back and forth once on the field, and see how fast you can do it.

Don't make it too easy, or so hard that you can't accomplish the goal. Just remember that the goal is to challenge yourself. Once you choose your challenge, write it here and don't forget to record your score!

My Challenge is:	
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SCORECARD

This is where you can **Earn Your Stripes™** – by working on improving your game, and giving yourself the goal of doing better next time. Use the scorecard to record how well you do on each activity. Then take the next two weeks to practice and improve your level of fitness.

During those two weeks, remember to eat right, work hard, keep smiling and have fun **Earning Your Stripes™**!

After those two weeks of working out, grab this scorecard then take the challenge again to see how you did. You'll be surprised to see how you've improved!

CHALLENGE ACTIVITY

DAY 1

DAY 15

Endurance Run	Time:		
Curl-Ups	Number of curl-ups:		
Push-Ups	Number of push-ups:		
Custom Challenge			

ex: Number of lunges:

12

15

For more info on staying healthy, eating right, and to get cool tips from the pros, visit www.tonythetiger.com

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