



**OPERATION
TONE-UP[®]**

PRESS KIT

WWW.OPERATIONTONEUP.COM

Lamcom, 4715 N. 32nd Street, Suite 102, Phoenix, AZ 85018

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MR. TONE



Mr. Tone (Tony Lamka), former USA Boxing Federation coach, introduced a new, innovative way to fight childhood obesity on a national scale through an in-school educational program called *Operation Tone-Up*. Lamka has a long line of expertise in fitness and nutrition, and in 1997 wrote the book *Operation Tone-Up*, where the program evolved.

Tony approached school districts with the idea of using his book to develop the in-school program *Operation Tone-Up*. Since then, schools in Chicago, Arizona, Florida and California have integrated the program into their curriculums, which have helped thousands of students ages 5-12 get into better shape. Studies indicate that more than 70 percent of the students who have used *Operation Tone-Up* are in better health condition today. They have more energy, are stronger, more physically active, feel healthier and have more self-confidence.

As an amateur boxer and coach, Tony knows that the combination to a physically and mentally healthy lifestyle is proper eating and exercise habits. For years, he gave professional and amateur fighters an edge by personalizing diet plans to enhance a boxer's workout, from increasing speed and endurance to building lean muscle so they could handle the daily strain. He worked with Scott "The Pink Cat" Walker (AZ State Champion and U.S. Continentals Champion, Clarence "Bones" Adams (WBF World Champion) and Johnny "The Torch" Vasquez (IBF World Champion).

After a tragic accident in 1991 that almost took his life, Tony redirected his efforts to help children exclusively. This effort started when he received his own four-minute segment called "Tone-Up with Tony" on the local, award-winning ABC television station in Phoenix. It was during this show that Tony perfected his dynamic persona, "Mr. Tone."

Tony has received numerous honors and accolades from school districts, city, state, and national officials, from throughout the country. Additionally he has received sponsorships and grants from professional sporting groups, giants of the food industry, and medical groups. CIGNA Healthcare representatives refer to him as "Superman" and have stated that you almost think that "Mr. Tone" is the equivalent of Clark Kent and can make his mission to fight obesity happen single handedly. The Dallas Independent School District likens "Mr. Tone" to health, as McGruff, the crime dog, is to crime. Albertsons, General Mills, Quaker Oats, Tropicana and others comprise the list of supporters and have helped Accept the Challenge provide *Operation Tone-Up* to schools at no cost. School principals indicate that their school's climate has changed since introducing *Operation Tone-Up* — students expect to exercise at school as a result. The U. S. Secretary of Education, Arne Duncan, who was Superintendent of Schools for Chicago Public when *Operation Tone-Up* was implemented, has also written supportive statements.

Tony's goal is to make *Operation Tone-Up* a national model for reducing childhood obesity in America. His nutrient-smart program, combined with structured exercise, empowers participants to eat healthier, build muscle, have more energy and lose weight.

PROGRAMS

- ABC TV - **Tone Up with Tony**



- NBC TV - **School Solutions**



- Channel 3 - **Operation Tone-Up Series**



- Albertson's - **Go Get the Facts**



- Phoenix Coyotes - **Operation Tone-Up Night**



- Phoenix International Raceway - **Desert Dash**



PARTNERS



PROGRAMS



Albertsons Osco has teamed up with Operation Tone-Up to help English & Spanish students learn how to eat healthier and exercise properly. We realize that because our children are not getting enough exercise and crave foods that are loaded with calories and cholesterol; we as a Nation are seeing childhood obesity on the rise. This spells disaster for our kids and can only lead to serious health problems in their future. Therefore, it is up to us, to help our children understand why a healthier lifestyle is so critical to their future.

During this promotion, Albertsons and Osco Drug stores will be accepting the Tone-Up card. The Tone-Up card has been

ALBERTSONS is Racing to Get Kids Into Shape With OPERATION TONE-UP!

exclusively designed to coincide with this promotion. Children receive points for purchasing any of the brand name products featured on the backside of the

Tone-Up card. Once the child reaches their desired point level, they can trade their points in for cool prizes. This promotion will run from March 17, thru April 30, 2003. In addition, the Operation Tone-Up program will be taught in Elementary Schools as part of the Physical Education and Health curriculums. Students will be encouraged to try sponsored products along with regular exercise to get them in shape!

This promotion is helping kids to become healthier and has build brand awareness and customer loyalty for Albertsons Osco as well as vendor's product lines.

PROGRAMS



October 18, 2002

To Whom it may concern,

I am the Marketing Assistant for the Southwest Division of Albertsons, Inc. I have been in my current position for 7 years and have worked on many programs with our stores. Operation Tone-Up is by far the most original and fun program I feel we have ever offered our customers.

On Saturday, Sept. 28th, 2002, I sent 1 box containing 100 Operation Tone-Up books to each of our 77 Food & Drug stores. By Wednesday, Oct. 2nd, I had 2 stores calling asking for more books. By Friday the 4th, the demand was so great we had to survey stores to see how many more books were needed. My survey (dated 10/9/02) totals show that 5100 additional books are being requested by our stores. Out of the 5100 books, 1200 were for our New Mexico & El Paso Stores, the balance are for our Arizona stores.

From my experience, this program seems to be very appealing to our customers, and I hope we continue to be the Official Grocery Store of Operation Tone-Up for many years to come.

I have worked with Tony Lamka on this program and his enthusiasm and dedication lead me to believe that Operation Tone-Up, with the proper backing and support, will be the best program available to our youth today.

Feel free to contact me with any questions you may have regarding my involvement with Operation Tone-Up and Mr. Lamka.

Sincerely,

Gayle M. Greene
Gayle Greene
Marketing Assistant
602-382-5349

PROGRAMS

GO GET THE FACTS THE NUTRI

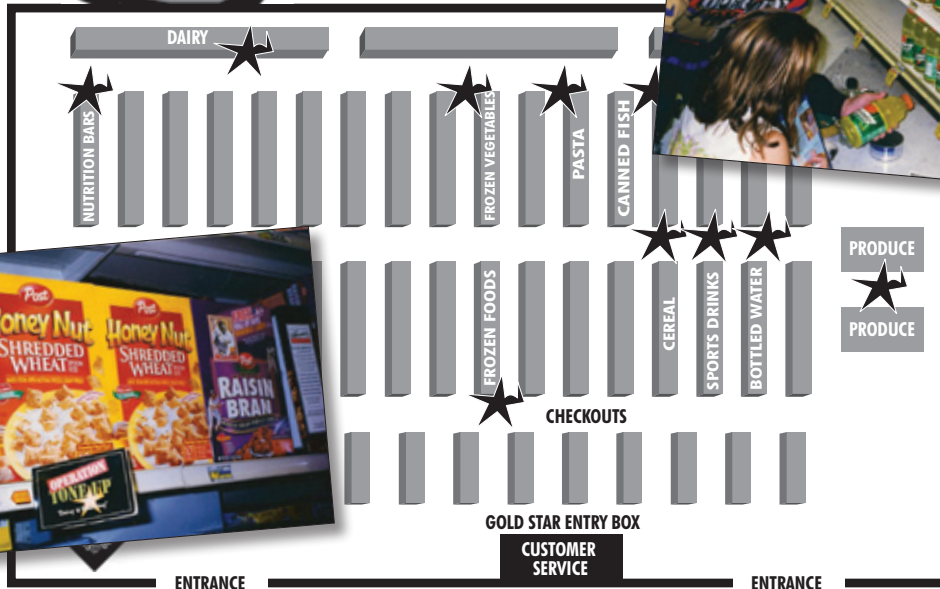
Listen Up Guys!

Win a family 4 pack to Castles N Coasters or Golf n Stuff



Your Instructions Are:

- (1) Read the Albertsons map and locate the Gold Star Entry Box.
- (2) Find the Operation Tone-Up signs in the aisles. (The Operation Tone-Up signs are yellow and feature the top six nutrient categories and the foods made up of the Top Six Nutrient Categories.)
- (3) Fill out the nutrient fact information on the back side of this page.
- (4) Fill out the back side of this page with your name, school name, grade level and phone number.
- (5) Take your completed form to the Customer Service, which is located in the front of the store and drop it into the Gold Star Entry Box. (Fold this form once before dropping it into the box.) You will then be entered into the drawing for a Family 4 Pack to Castles N Coasters or Golf n Stuff from June 16 to August 3rd. **10 winners will be drawn weekly.** Choose your foods wisely and good luck!



PROGRAMS

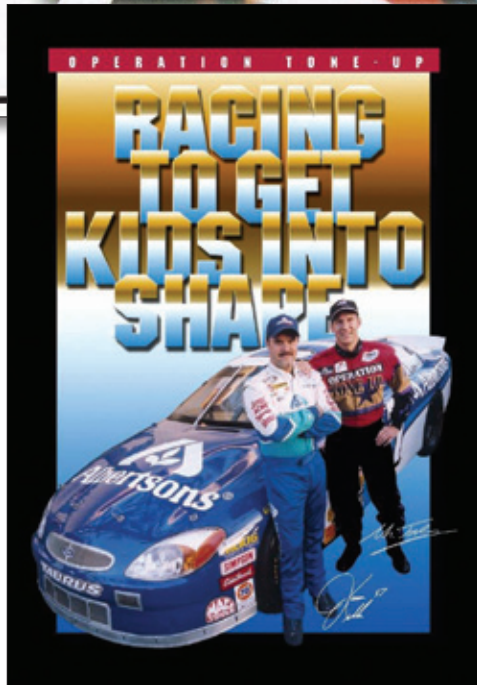
OPERATION TONE UP



Operation Tone-Up is a four-week fitness and health program designed by Tony Lamka, a fitness expert and former USA Boxing Federation Coach, to help fight obesity in school children. The program is designed to teach how different nutrients affect the body. It also teaches the importance of fitness and exercise through step-by-step assignments.

To reward the children for their effort and dedication to getting into shape, Phoenix International Raceway recently hosted the "Desert Dash," a final event in an Operation Tone-Up program. This event challenged the children physically and mentally about the lessons learned through Operation Tone-Up. A physical fitness program kicked off the event as the children were tested in using proper techniques while running the one-mile oval, and doing jumping jacks, push-ups and sit-ups. The much-enjoyed event concluded with a pizza party and lots and lots of prizes for the children.

Phoenix International Raceway is proud to help get kids in shape through Operation Tone-Up. If interested in purchasing an Operation Tone-Up fitness book for your child, or to get more information about how your child's school can register for the program, please call Tony Lamka at (602) 997-8564 or visit the web at www.operationtoneup.com!



For information contact:
Tony Lamka
7154 North 15th Place
Phoenix, AZ 85020
TEL: (602) 997-8564 FAX: (602) 474-5311
www.operationtoneup.com

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P.O. Box 13088 • Phoenix, Arizona 85002-3088 • Fx (602) 254-4622
455 North Third Street • Suite 340 • Phoenix, Arizona 85004-3940 • Ph (602) 252-3833

May 10, 2000

LAMCOM
7104 North 15th Place
Phoenix, AZ 85020

To Whom It May Concern,

This is a Letter of Recommendation endorsing Mr. Tony Lamka's "*Operation Tone-Up*" education program which encourages and guides elementary students to make important life decisions on eating healthy foods and being physically fit. Mr. Lamka approached me with his "*Operation Tone-Up*" program during the Spring of 1999 and it was evident from our first meeting that he has a strong drive and desire to make America's children healthier both nutritionally and physically.

Mr. Lamka's background as a boxing trainer and his extensive knowledge of nutrition has allowed him to develop and create an educational "*Operation Tone-Up*" in-school workbook that is factual, interesting and yet fun for all elementary students. His four week, educational workbook provides students the understanding that eating healthy and being physically fit is an important part of "growing up."

Last fall Phoenix International Raceway was excited to host the first "*Operation Tone Up*" *Desert Dash* foot race at our one-mile racing facility in Avondale, AZ. Mr Lamka arranged for nearly 800 elementary school students to make a field trip to PIR for an exciting and exercise filled morning of activity. All 800 students participated in the one mile *Desert Dash*. It was certainly a sight to see the students take to the track by foot and to see four weeks of hard work and studying pay off. We were also very pleased with the media coverage of this activity. The event was a complete success!

PIR looks forward to building on this strong foundation and once again hosting the "*Operation Tone Up*" *Desert Dash* program in the fall of 2000.

Sincerely,

Scott Simpson
Director of Advertising and Promotions



www.phoenixintlraceway.com



JIM POULIN/THE BUSINESS JOURNAL

Tony Lamka, who leads Operation Tone-Up, shows children like Valerie Gomez at Rancho Santa Fe Elementary School in Avondale, that exercise can be fun.

Avondale mayor gets fit to fight for childhood obesity

BY ANGELA GONZALES
agonzales@bizjournal.com

Avondale mayor Ron Drake has a new goal for his growing community: To be the fittest city in America.

His first step is to team with Tony Lamka, whose goal is to wipe out childhood obesity. Nationwide studies show that more children are eating their way to obesity at earlier ages.

About 2,000 students from five Avondale schools will participate in Lamka's Operation Tone-Up fitness and nutrition program which began March 13.

"If we can have fun and teach the kids something about nutrition, down the road that's going to save us in health costs as these kids get older and they become more sedentary," said Drake, who will participate in the program with the children. "The big thing is that we have fun with it."

Drake said it wasn't difficult to convince the schools to sign onto the program, which costs \$2.50 per child.

"This is nothing you need to be talked into at all," he said. "They recognize this. My hope would be that the schools make it a requirement that the kids are exercising."

Drake said his son attends a high school that only requires one year of physical education classes.

"Where I came from, we had four years of gym and never thought anything different," he said. "Kids need to exercise and blow off



Ron Drake

■ GET CONNECTED

Operation Tone-Up: 602-997-8564
www.operationtoneup.com

are developed. If you're fat at age 12, you have an 80 percent chance of being an overweight and unhealthy adult."

Mr. Tone's mission is simple: To prevent unhealthy eating and exercise habits from becoming a part of the children's lives.

"Your instructions are to find out where the top six nutrients needed for good health like to hang out, and discover what they do for you by completing four weekly assignments that will challenge your mental and physical capabilities," Mr. Tone says in the book.

After students complete a final assignment, they are instructed to write a mission report explaining what they have learned from Operation Tone-Up.

To help offset the costs of the program, Lamka has commissioned several compa-

'Kids need to exercise and blow off some of that steam. There's a lot of good things that can come out of this.'



“So many schools are cutting PE programs. It’s important for educators to realize that regular exercise and good nutrition translates to improved classroom performance.”

— Tony Lamka
Racecar driver, “Operation Tone Up” founder

Kids take challenge at annual ‘Desert Dash’



Photos by Jack Kurtz/The Arizona Republic

Above, Kasha Hatther (left), a volunteer at Surprise School, and Jazzman Hatcher and Laura Gonzales, sixth-graders at Surprise School, cheer for NASCAR driver Nick Hines before the students’ one-mile run at Phoenix International Raceway. Top, third-grade boys from the Dysart School District take off at the starting line at the one-mile run.

Learning to sweat it out

By Nora Fascenelli
The Arizona Republic

More than 2,000 students from Dysart Unified School District and William Sullivan Elementary School took on a sweat-breaking challenge Tuesday at Phoenix International Raceway.

Racecar driver Tony Lamka challenged students and teachers to get in shape with his four-week program, “Operation Tone Up.”

Third-, fourth- and sixth-grade stu-

dents used Lamka’s *Operation Tone-Up* interactive workbook in class, learning the basics of exercise and nutrition.

As the grand finale, students hit the racetrack Tuesday for the “Blue Cross Blue Shield of Arizona Desert Dash,” co-sponsored by Albertson’s and Phoenix International Raceway.

Warm, sunny weather left faces flush as students did push-ups, sit-ups and ran a mile. Volunteers from Luke Air Force Base, local fire departments

and area business people tracked running times and activity progress for participants.

“So many schools are cutting PE programs,” Lamka said. “It’s important for educators to realize that regular exercise and good nutrition translates to improved classroom performance.”

Lamka said students who exercise regularly and make good nutritional

See DASH Page 7



Cheryl Evans/The Arizona Republic

After running around the track at Phoenix International Raceway, students complete jumping jacks, sit-ups and push-ups as part of Operation Tone-Up.

Pupils toning up for health

Program revives stress on fitness

By Doug Carroll
The Arizona Republic

When the question "What ever happened to PE?" was posed by an article on this page not long ago, Tony Lamka had a ready response: Operation Tone-Up, his program to educate elementary-school students on the benefits of exercise and nutrition.

Operation Tone-Up is a five-week unit that aims to put childhood obesity on the run.

"If these kids don't learn how to exercise today, they're doomed," said Lamka, whose program has been in schools in California, Florida and Illinois, as well as Arizona, over the past three years. "Studies

show that if you're obese by age 13, you will be obese (as an adult)."

Lamka measures students' progress in four areas: jogging, push-ups, sit-ups and jumping jacks. A kid-friendly, take-home guide explains the basics of exercise and nutrition through the use of cartoon characters and colorful graphics.

A Chicago native who has lived in the Valley for 13 years, Lamka is a former boxing coach who practices what he preaches. Without conditioning, he said, he wouldn't have survived a serious auto accident in 1991.

His can-do attitude was a hit in November with fifth-graders at Rancho Santa Fe Elementary School in Avondale.

"I've gotten stronger and faster," said Kylie Adams, 10, as she dropped to knock off

10 push-ups in perfect form. "I learned it's not good to be a couch potato."

Teachers and administrators are impressed.

"It takes about three weeks to establish a habit," said Karen Curtis, Rancho Santa Fe's principal. "A lot of PE programs don't emphasize the fitness aspect. That needs to be the basis of a good program."

Lamka receives backing from Phoenix International Raceway for the program, and kids are rewarded with a morning at the track at the end of the five weeks.

For a copy (\$10) of the Operation Tone-Up booklet, call (602) 252-3833. For information on Operation Tone-Up, call (602) 997-8564.

Reach the reporter at doug.carroll@arizonarepublic.com or at (602) 444-8190.

Tucson students winners of state fitness challenge

Students from Mission Manor Elementary School in Tucson beat R.E. Miller Elementary School in Phoenix in the Cigna Fittest School Challenge State Championship held recently in Phoenix.

The event was the result of a challenge from Tucson Mayor Bob Walkup to Phoenix Mayor Phil Gordon.

This spring, both schools will participate in a national competition with schools from Chicago, Houston and Sioux Falls, S.D., that subscribe to Tony Lamka's Phoenix-based Operation Tone-Up fitness and nutrition program.



PROVIDED BY OPERATION TONE-UP

Mission Manor students Nancy Sierras, left, and Alexis Johnson of Tucson won the statewide fitness challenge Operation Tone-Up.

Most public schools only require students to have physical education classes once every five or six days. When Lamka teams up with teachers, nutrition education and exercise are incorporated into other classes.

"I've penetrated the classroom," said the nutritionist and former boxing coach. "My kids who do Operation Tone-Up can get exercise four or five days a week."

His goal is to advance wellness and prevent childhood obesity.

For more: www.operationtoneup.com.

Midwestern to open school

The Midwestern University board gave the nod this month to develop a doctor of optometry program on its Glendale campus.

The program is set to begin in fall 2009. It will be the only optometry program in Arizona and one of 18 in the country. Plans call for graduating 50 students each year from the four-year program.

Midwestern plans to open and operate



HEALTH CARE

Angela Gonzales

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4230 W. McDowell Road.

Plans call for adding at least five more clinics within the next year.

The clinics are staffed with advanced registered nurse practitioners and physician assistants, all licensed and board-certified, who are specialists in family practice. They are authorized to diagnose, treat and write prescriptions for common illnesses and minor injuries.

The clinics also provide wellness care, such as general checkups, back-to-school and sports exams, and vaccinations.

Most services cost less than \$60, and appointments are not necessary.

For more: www.thelittleclinic.com or www.frysfood.com.

Clinical research course launched

The College of Nursing & Healthcare Innovation at Arizona State University will offer a 15-credit online graduate certificate program in clinical research management, beginning in January.

The program targets nurses, physicians and health and life-science professionals interested in advanced education in clinical research.

The career field of clinical research management is growing rapidly as Arizona scientists conduct more clinical trials.

Applications are due Jan. 1.

For more: www.graduate@asu.edu.

Alzheimer's patients sought

Sun Health Research Institute is looking for people with Alzheimer's disease to participate in clinical trials.

Dr. Marwan Sabbagh, director of the Cleo Roberts Center for Clinical Research at the Sun City institute, said the facility is one of a few sites selected in the West to test the latest medical treatments for the disease.

"We can give people suffering from Alzheimer's disease access to clinical trials that virtually no one else has," he said.



Operation Tone-Up Comparison ¹

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PROGRAM ELEMENT	Operation Tone-Up [®]	Power Play	Dairy Council [®]	Spark™	Catch
Focus	PE, Nutrition and Physical Activity	Fruits/Veggies and Physical Activity	Food and Physical Activity	Physical Activity	Physical Activity
Aligned with National Health and PE Standards	Yes	No	Yes	Yes	Yes
Aligned with State Health and PE Standards	Yes	Yes	Yes	No	No
Aligned with National English Language Arts and Math Standards	Yes	No	Yes	No	No
Evidence-Based: ² <ul style="list-style-type: none"> • Lowers blood pressure • Lowers resting heart rate • Improves muscle strength and endurance • Improves academic performance • Improves attendance See Testimonials here	Yes	No	No	No	No
All materials included	Yes	No	No	No	No
Teacher prep time	1 Minute	10-20 Minutes	5 Minutes	10 Minutes	10 Minutes
Technology and Structured Components: <ul style="list-style-type: none"> • Interactive DVD & Student Workbooks • Rigorous Structured Exercise Routines • Teacher's Quick Start Guide • Web-based Curriculum Support • Formative and Summative Assessments: PE, PA & Nutrition 	Yes	No	No	No	No
School / District / State Competition	Yes	No	No	No	No
At Home Component	Yes	No	No	No	No
Maintenance Component	Yes	No	No	No	No
Cost ³	\$20 per Student	Equipment	Equipment	\$2,699 - \$4,699 Plus Equipment	\$225 - \$1,995 Plus Equipment

¹ Comparison data taken from program Web sites and other sources.

² Evidence data is available in the Educators section of our Web site at www.operationtoneup.com

³ Qualified schools can receive Operation Tone-Up free the first year.

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www.operationtoneup.com • info@operationtoneup.com • (602) 432-2898

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Operation Tone Up - Research Report 2007-2009

Table 1- Applicable Program Success Indicators

Indicator	Children's Progress Regarding Nutritional Knowledge
1	<p>Results for 2007 4th grade students indicate that a mean score of 3.27 was achieved on the pretest and 8.29 was achieved on the post test (from a total of 10 questions). Thus, an increase of 5.02 or 153% was achieved on this indicator.</p> <p>Results for 2009 4th grade students indicate that a mean score of 4.65 was achieved on the pretest and 9.04 was achieved on the post test (from a total of 10 questions). Thus, an increase of 4.39 or 95% was achieved on this indicator.</p> <p>Results for 2009 for 3rd - 6th grade students indicate that a mean score of 5.33 was achieved on the pretest and 9.78 was achieved on the post test (from a total of 10 questions). Thus, an increase of 4.45 or 84% was achieved on this indicator.</p>
Children's Progress Regarding Strength and Endurance	
2	<p>Sit-ups - Fourth-grade students in the study group for 2007 demonstrated a mean of 23.55 on Sit-ups performed as a pretest measure. A mean posttest reading of 45.36 was achieved, thus showing that an increase of 21.81 or 93% was achieved on this indicator.</p> <p>Fourth-grade students in the study group for 2009 demonstrated a mean of 14.25 on Sit-ups performed as a pretest measure. A mean posttest reading of 36.12 was achieved, thus showing that an increase of 21.87 or 153% was achieved on this indicator.</p> <p>Students in grades 3-6 in the study group for 2009 demonstrated a mean of 13.41 on Sit-ups performed as a pretest measure. A mean posttest reading of 33.53 was achieved, thus showing that an increase of 20.12 or 150% was achieved on this indicator.</p>
3	<p>Push-ups - Fourth-grade students in the study group for 2007 demonstrated a mean of 6.82 on Push-ups performed as a pretest measure. A mean posttest reading of 13.32 was achieved, thus showing that an increase of 6.50 or 95% was achieved on this indicator.</p> <p>Fourth-grade students in the study group for 2009 demonstrated a mean of 8.6 on Push-ups performed as a pretest measure. A mean posttest reading of 14.37 was achieved, thus showing that an increase of 5.77 or 67% was achieved on this indicator.</p> <p>Students in grades 3-6 in the study group for 2009 demonstrated a mean of 7.96 on Push-ups performed as a pretest measure. A mean posttest reading of 13.72 was achieved, thus showing that an increase of 5.76 or 72% was achieved on this indicator.</p>
Children's Progress Regarding the Cardiovascular System	
4	<p>Resting Heart Rate – Fourth, fifth and sixth grade students in the study group for 2009 demonstrated a mean of 85.82 on their resting heart rate performed as a pretest measure. A</p>

DATA

Operation Tone Up - Research Report 2007-2009

	mean posttest reading of 76.62 was achieved, thus showing that a decrease of 9.20 points or 10.7% was achieved on this indicator.
5	Systolic Pressure - Fourth, fifth and sixth grade students in the study group for 2009 demonstrated a mean of 111.24 on Systolic Pressure performed as a pretest measure. A mean posttest reading of 101.07 was achieved, thus showing that a decrease of 10.17 points or 9.1% was achieved on this indicator.
6	Diastolic Pressure - Fourth, fifth and sixth grade students in the study group for 2009 demonstrated a mean of 67.94 on Diastolic Pressure performed as a pretest measure. A mean posttest reading of 63.57 was achieved, thus showing that a decrease of 4.37 points or 6.4% was achieved on this indicator.
Teacher's Progress Regarding the Cardiovascular System	
7	Resting Heart Rate - Teachers wishing to participate in the after-school class during 2009 demonstrated a mean reading of 80.2 on this indicator performed as a pretest measure. A mean posttest reading of 69.3 was achieved, thus showing that a decrease of 10.9 points or 13.6 % was achieved on this indicator.
8	Systolic Pressure - Teachers wishing to participate in the after-school class during 2009 demonstrated a mean reading of 135.9 on this indicator performed as a pretest measure. A mean posttest reading of 121.3 was achieved, thus showing that a decrease of 14.6 points or 10.7 % was achieved on this indicator.
9	Diastolic Pressure - Teachers wishing to participate in the after-school class during 2009 demonstrated a mean reading of 82.6 on this indicator performed as a pretest measure. A mean posttest reading of 74.6 was achieved, thus showing that a decrease of 8 points or 9.7 % was achieved on this indicator.

Table 2- Mean Score Improvement & Percentage Improvement Over Time of Operation Tone-Up Results

Year	Nutritional Knowledge	Sit-ups	Push-ups
2007 (4 th grade)	5.02 (153%)	21.81 (93%)	6.50 (95%)
2009 (4 th grade)	4.39 (95%)	21.56 (151%)	5.77 (67%)
2009 (3 rd - 6 th grade)	4.09 (84%)	20.12 (150%)	5.76 (72%)



National Health and PE Standards

NATIONAL HEALTH EDUCATION STANDARDS: ACHIEVING EXCELLENCE:

- HES 1- Students will comprehend concepts related to health promotion and disease prevention to enhance health. Performance indicators: grades 3-5 – 1.5.1, 1.5.2, 1.5.3, 1.5.4
- HES 2 – Students will analyze the influence of family, peers, culture, media, technology and other factors on health behaviors. – P.I. 2.5.1-2.5.6
- HES 3 – Students will demonstrate the ability to access valid information and products and services to enhance health. – P.I. 3.5.1, 3.5.2
- HES 5 – Students will demonstrate the ability to use decision-making skills to enhance health. – P.I. 5.5.1-5.5.6
- HES 6 Students will demonstrate the ability to use goal-setting skills to enhance health. – P.I. 6.5.1, 6.5.2
- HES 7- Students will demonstrate the ability to practice health-enhancing behaviors and avoid or reduce health risks. – P.I. 7.5.1-7.5.3
- HES 8 – Students will demonstrate the ability to advocate for personal, family, and community health. – P.I. 8.5.1, 8.5.2

NATIONAL STANDARDS FOR PHYSICAL EDUCATION K-12:

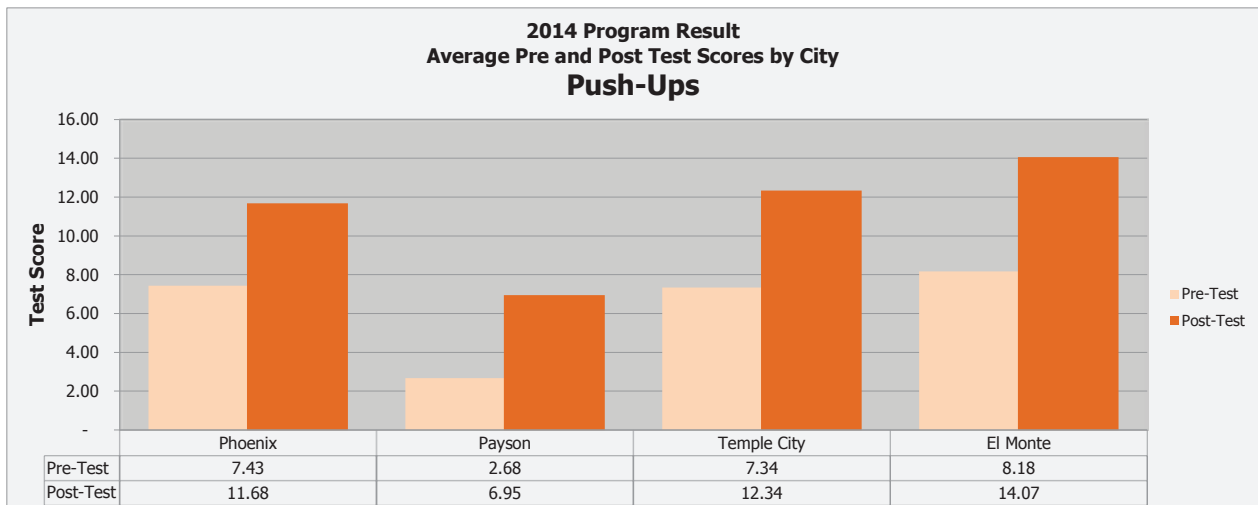
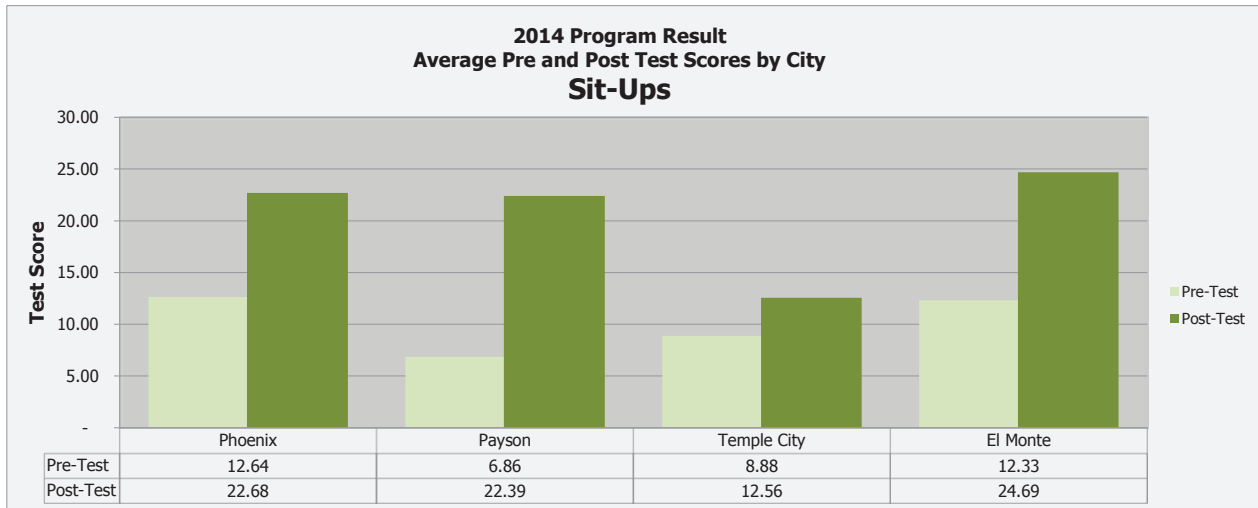
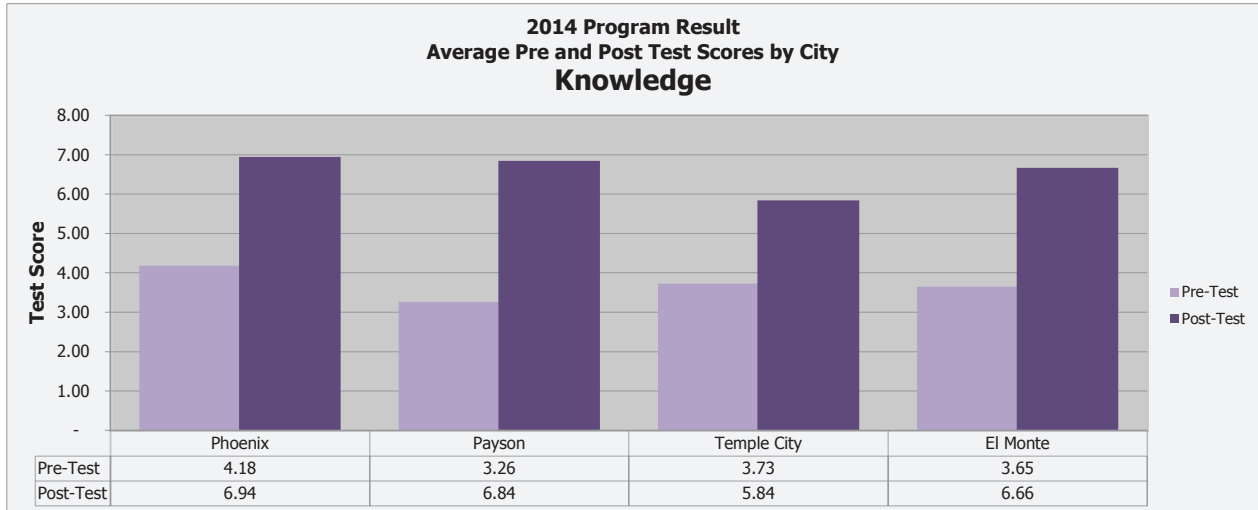
Physical activity is critical to the development and maintenance of good health. The goal of physical education is to develop physically educated individuals who have the knowledge, skills, and confidence to enjoy a lifetime of healthful physical activity.

A physically educated person:

- Standard 1:** Demonstrates competency in motor skills and movement patterns needed to perform a variety of physical activities.
- Standard 2:** Demonstrates understanding of movement concepts, principles, strategies, and tactics as they apply to the learning and performance of physical activities.
- Standard 3:** Participates regularly in physical activity.
- Standard 4:** Achieves and maintains a health-enhancing level of physical fitness.
- Standard 5:** Exhibits responsible personal and social behavior that respects self and others in physical activity settings.
- Standard 6:** Values physical activity for health, enjoyment, challenge, self-expression, and/or social interaction.

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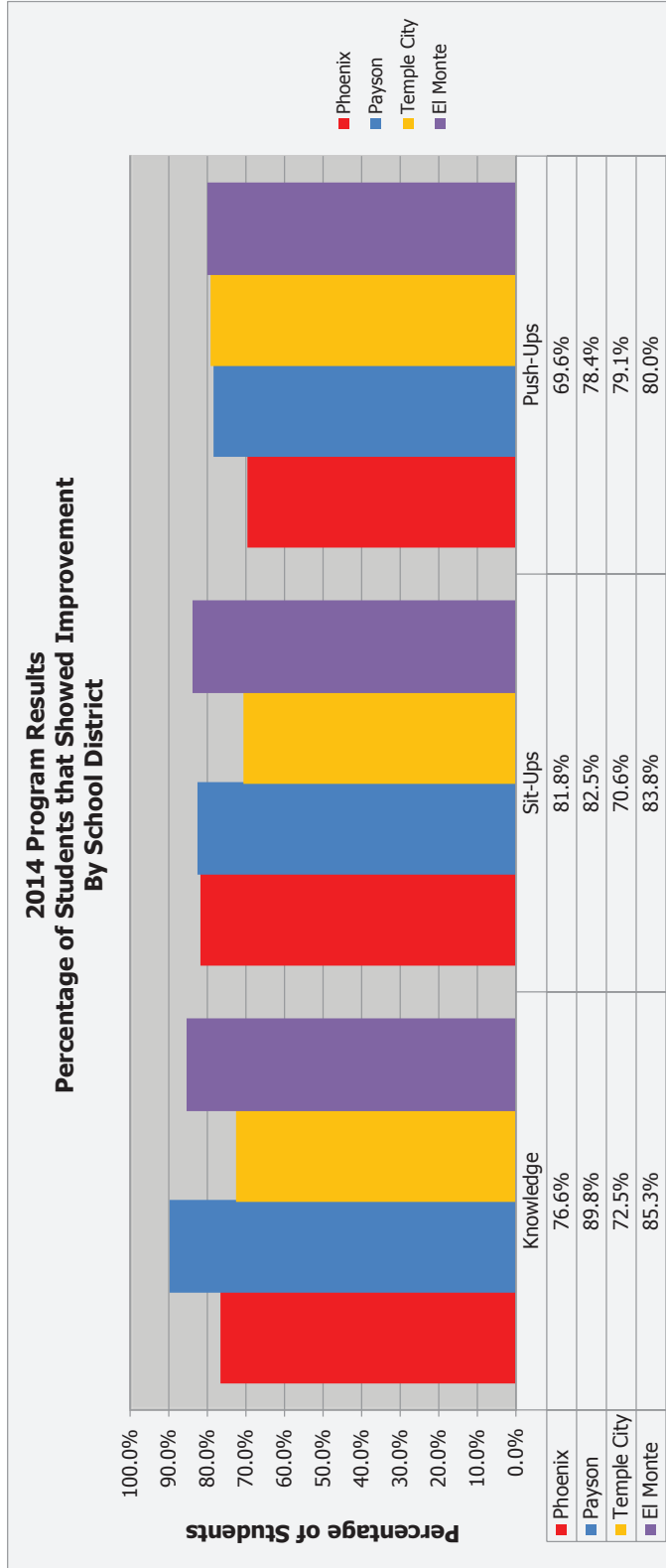
Operation Tone Up - Program Evaluation 2014



DATA

Operation Tone Up - Program Evaluation 2014

Exhibit 5
Operation Tone-Up
2014 Program Evaluation



TESTIMONIALS

STUDENTS

"Your program has changed my life.....I became active and now I feel great! So I am thanking you now for teaching me how to be healthy for the rest of my life. I really think it is important what you are doing for kids across America." - **Jasmine, age 11**

"I learned from Operation Tone-U what foods have more vitamins and minerals. When I eat these foods, my body gets healthier and I have more energy. I try to exercise more by playing soccer five times a week. This will make my heart stronger. I know that if I do all these things, I will lead a happy and healthy life." - **Ernesto, age 11**

"I have been eating healthier foods like carrots because of Mr. Tone and his wonderful program. I have also become faster and stronger. ... I believe Operation Tone-Up should be at every school everywhere! I told my mom and dad about O.T.U. and they have been doing it with me the whole time. ...this program has made me feel better about myself. I salute Operation Tone-Up! O.T.U. rocks!" - **Emily, age 10**

"Operation Tone-Up has changed my life. It has given me some confidence to eat less than I normally do. I have become healthy and strong. I can run faster than ever and I was always tenth in running a race and now I am first!" - **Oscar, age 10**

"Operation Tone-Up changed me and helped me to eat better foods. I am talking to my family about our own Operation Tone-Up at home. I want my family to be healthy, too, so we can live long healthy lives together. Thank you, Mr. Tone, for your help. - **Siera, age 9**

"Since I started Operation Tone-Up, I have lost six pounds. Now I know what food more or less often. I can run around Sears Park...I am more energetic... and I can concentrate better in class." - **Gaynor, age 11**

"The Tone-Up program inspired me. It helped me learn to treat my body better than I used to. Usually I go home and watch TV. But ever since Operation Tone-Up began, I come home and play sports. As well I started my very own sports club. Thirteen kids have joined my club and I think it's good for them." - **Adrienne, age 9**

"...One time I was a little fat. I ran slow. But when I started Operation Tone-Up, it changed my life. Now I lost weight and run fast. Operation Tone-Up gave me self-confidence." - Arturo, age 9

"I learned that...if you eat the right foods, it will help you work, think, run and be more rested. I liked Operation Tone-Up because it taught me how to eat better and how to jog better, too. I'm now in better shape." - **Alexa, age 9**

"Operation Tone-Up...changed my life by teaching me to exercise more. Operation Tone-Up also taught me to eat less sweets, sugar and sodium so I won't get sleepy and fat and sick. I am trying to eat more carbohydrates to get more energy. I feel better eating healthy foods. Way to go, Operation Tone-Up. Mission Accomplished! - **Ruby, age 8**

TESTIMONIALS

TEACHERS

“The program encouraged a high level of cognitive learning that made it easy for the students to retain and apply the newly learned material and skills to their daily lives even after the program ended.”

**Kristi Hamblen, Fourth Grade Teacher
Mission Manor Elementary, Tucson, AZ.**

“Operation Tone-Up has made a definite impact on Finkl Academy. I have observed students and staff members getting stronger, losing weight, and improving overall physical fitness.”

**Karen Viater, Physical Education/Health teacher K-8,
Finkl Academy CPS, Chicago, IL.**

“The students looked forward to participating in the interactive music and student journal activities. This program allows students to discuss their viewpoints and make better choices in eating habits.”

**Areva Houston, Fifth Grade Teacher
D.I.S.D, Dallas, TX.**

“This program is easy to implement because it supports our State Standards. At the same time, we saw an increase in self-esteem, independent thinking, and a grade level sense of community.”

**Dina Chavez, Fourth Grade Teacher
Mission Manor Elementary, Tucson, AZ.**

TESTIMONIALS

Cortada Elementary School
3111 N. Potrero Ave.
El Monte, CA. 91733

April 17, 2014

Dear Mr. Tone,

I'm a fifth grade teacher from Cortada School in El Monte, California. Thank you for inspiring motivation in our students. The past few years have given our students an opportunity to set goals and strive to do well in competition. You see, the students at our school have often told me that people don't believe that they are winners. Last year, they won second place in our district competition. They proved that it doesn't matter how big or small you are, or where you're from, perseverance prevails. Nervous that we had to hold our position from last year, we boosted our studying and practice time this year. As a result of the kids' hard work and determination, our team took first place! It wasn't easy, as there was a lot of competition district-wide. The students were so proud of themselves, and I have to admit their overall confidence overwhelmed me. For days after their district Tone-Up competition, our team members walked with their heads held high, wearing their Tone-Up t-shirts, and showing off their individual trophies. Even last year's team members were excited for them! It made me realize that this experience will have an impact on those who participated for many years to come. Some of the boys and girls may be inspired to try out for other competitions; something they may not have had the confidence to do in the past. It has been a pleasure coaching our students these past two years, and I look forward to working with our students again in the future. Please continue to support our students by visiting our school and keeping that personal contact with them.

Thank you,

Lara Powers
5th Grade Teacher

TESTIMONIALS



EL MONTE CITY SCHOOL DISTRICT

BOARD OF EDUCATION

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MIKE RAYMOND
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Personnel & Administrative
Services

April 26, 2013

To: Whom It May Concern

The El Monte City School District has been fortunate to have Operation Tone Up for the past 4 years. We have implemented it in our middle grades and have found it very effective with 4th, 5th and 6th graders. Teachers have been very enthused about the program and have found it highly effective and beneficial to their students and to themselves. The benefits have included improvements in health indicators academic performance, attendance, and in students overall perceptions of themselves and in a dramatic improvement in their self images.

In terms of indicators of health, we have been careful to monitor issues of heart rate, blood pressure and obesity. The children who have been in Operation Tone Up programs have all improved significantly in these areas according to our pre and post data, as measured by our nurses. More significantly, these changes in exercise levels and in the selection of foods for their specific nutrient content, appear to be changes that students will carry forward into their high school and adult lives. This is NOT a one shot program. It is a program that can change lives because of the results students see in themselves.

Significant academic improvement has been demonstrated in the results of our CST scores at the schools that have been the most engaged in the Tone Up initiative. It is no accident that our schools with the highest API scores and growth in API have been those schools which were most engaged in Operation Tone Up. Teachers find it very classroom friendly and take advantage of the parts of the program that specifically improve brain function by having students engage in the work out just before testing periods each day.

Cost is always an issue in these extraordinarily difficult budget times. In our school district we have had to make very difficult choices to keep our budget balanced and to survive the drastic reduction in funding that has occurred. My contention has been that Operation Tone Up more than pays for itself in the increased attendance we see in the schools that have been most faithful to the program. This improved attendance actually pays for the program in our district. We have improved from about 96% to an overall 98% attendance rate and are reaching toward the 99% level. I believe Operation Tone Up is a big part of making that a reality.

The most important part of the program in my view lies in the changes that students see and feel in themselves. In our "Fittest School Challenge" that was recently held, I was deeply impressed and moved by the comments that were made by the students at the end of the competition about what Operation Tone Up had meant to them. Their words, heartfelt and eloquent, underscored that they felt a sense of positive power and accomplishment in what they had done. I heard many of them say that it was a commitment they were willing to make from that point forward.

This program is one of the most effective I have seen in my 25 years as the Superintendent of the District, and in my 43 years as an educator. It is one that changes the lives of students and teachers significantly and positively. As it is implemented more widely in schools across American will produce benefits in ways that will be positive for students, their families and society in general.

If you have any further questions about Operation Tone UP call me at our District. I would be happy to talk with you.

Sincerely,

Jeff Seymour
District Superintendent (retired)



TESTIMONIALS



Moon Mountain School

13425 N. 19th Avenue
Phoenix, AZ 85029-1698
TEL: (602) 896-6000
FAX: (602) 896-6020
Nurse: (602) 896-6010

April 10, 2011

To Whom It May Concern:

Moon Mountain School has been involved with Operation Tone Up for the last two years. We have used the program in grades three through six and have found it to be a great way for students to learn more about healthy eating and nutrition as well as the importance of proper exercise. With childhood diabetes and obesity being one of the top health concerns for children throughout the United States today, we feel that it is important to do everything we can to help children learn the importance of nutrition and exercise.

The program was woven into the curriculum and the exercise component was coupled with our 10-minute snack break. Research supports that students who are active and exercise increase their brain activity and attention following physical activity. By participating in daily exercise, we found that our students were more alert and ready to learn. We also found that the reading, writing and math concepts were aligned with our state standards. The students enjoyed the reader's theater and benefited greatly from learning the proper nutrients. I was in the classroom one day when a child was reading the label of the snack he had brought, Top Ramen, and realized that it had 1100 grams of sodium. He promptly threw it away and chose an apple instead. This program helps students change habits through education and hopefully will help them to remain healthy adults.

During the program, not only did we find that we were able to integrate the program into our lesson delivery of the standards, but we found that student attendance improved. Students also loved the competition that was part of the program and the first year we participated, Moon Mountain won both the district championship and the state. We enjoyed the program so much that we have instituted a Tone-Up club for students who want to come a half hour early to school so that they can participate in both the exercise and nutrition program before school begins.

If you would like to speak with me personally about Operation Tone Up, please feel free to call my office.

Sincerely,

A handwritten signature in cursive script that reads 'Mary Lou Palmer'.

Mary Lou Palmer
Principal

TESTIMONIALS



TEMPLE CITY UNIFIED SCHOOL DISTRICT

Health Services

April 23, 2014

Dear Tony:

I would like to thank you sincerely for the opportunity you gave me to introduce Operation Tone Up to my school district. The program was fantastic and the response from the students exceeded any expectations I had.

I was uncertain how the staff would react in having to implement a new program on top of all of the other duties they have including common core instruction. It was decided by the district administration to put the OTU program into the PE curriculum as there is no formalized PE in K-6 grades in our district as well as no health curriculum.

There were some difficulties with putting the program into the PE time however, somehow, the schools made it work. As one instructional aide told me, "We had to do it. The students loved it too much not to." The students were going back to their classroom teachers and telling them about what they had learned and how the teachers needed to make healthier life choices. One student in a Special Education Day Class taught what he had learned daily to his class and corrected his teacher on the basics of OTU. He was selected to compete for his school team at the Fittest School Challenge and he said, "It was the best day ever."

Prior to doing the OTU program, the students would have free play, play handball or tetherball, or tournament games. Now the students are much happier because they are becoming stronger and everyone gets to participate at the same time and not have to wait for a turn. Some students who have never been athletic, are planning to run in the district Health Fair 5K run and make their parents run with them. They are also planning to host an Operation Tone Up booth at the Health Fair to show the other students what they did.

After our students participated in the Fittest School Challenge, the district administration is so impressed with the program that they plan to implement it again for the next school year and want to begin in September. Some classroom teachers are now asking for the program to do with their classes and the third elementary school in the district is demanding to be included.

My job as district nurse is to help keep the momentum going by maintaining the program and helping the schools get the equipment they need. I helped find funding to provide one school with mats so the students could do their sit ups and now the other school wants mats as well. I am proud and glad to help them with this.

Thank you again for your wonderful program and all your work!

Healthy children learn better!

Nancie Rodriguez M.ED, RN

Temple City Unified School District Nurse

TESTIMONIALS



PAYSON UNIFIED
SCHOOL DISTRICT #10



Julia Randall
Elementary School
601 South Green
Valley Parkway
Payson, AZ 85541
928-468-2628
onna.moore@pusd.com

April 21, 2014

Dear Tony Lamka,

I would like to thank you for the opportunity to implement the Operation Tone-Up program at Julia Randall Elementary School this year. I have seen life changing & aha moments throughout the course of the program. I believe because of student's exposure to the Operation Tone-Up program, many of these changes will have life-lasting implications.

This program has also improved my knowledge of the 6 nutrients and how to present the information so students not only understand the concepts, but they remember them. The lessons, the music, the workbook, the videos, were all high energy and FUN. Students looked forward to each lesson and continued discussion regarding the work-out and the 6 nutrients into their classrooms, onto the playgrounds and into their homes.

I would like to share a few experiences which have had a profound effect on me this year. While attending an engagement party for a former principal, a grandparent of one of my students informed me her granddaughter's behavior had changed when she picked her up from school. She always had a snack for her while she worked on any homework. When asked what she would like, her granddaughter asked if she had any vegetables she might snack on. This is when you truly know a program is having an impact; when it reaching into children's homes!

Luis is a fifth grade student who has struggled with his weight since Kindergarten. Twice per week, Luis worked hard in Physical Education class and also chose to come to the gym during his morning recess for additional Operation Tone-Up work-outs. Luis asked if I would print the work-out for him so he could take the work-out home so his whole family could benefit from the program. During Assignment 4, as Luis worked-out, he says, "Mrs. Moore I would like to speak to Mr. Tone." I asked what he would tell Mr. Tone and he stated, "I would like to thank Mr. Tone for bringing this program to Payson."

I received a phone call from a parent who shared how thankful she was for Operation Tone-Up. Her son Logan, a fifth grader doesn't have interest in school, studying or for that matter, his education. She said she has never seen Logan connect or take an interest in any program the way he has with Operation Tone-Up. He not only has worked hard to perfect his form but also has taken pride in knowing everything regarding the 6 nutrients.

These are a few of the many stories I share daily with any Physical Education specialist, researcher or college professors I know. I believe in Operation Tone-Up and the life changing impact this program has on children. It not only gives students the tools to work-out utilizing all four components of fitness, but also the knowledge to correctly fuel their bodies. My students are now making better choices regarding the food they are putting into their bodies which has a long-term impact on society. I thank you again for allowing me to help my students improve their overall fitness!

Yours in Health & Fitness,

Donna Moore

Donna Moore
Physical Education Specialist
Julia Randall Elementary School
Payson, Arizona



ACCOLADES

MUNICIPAL

- City of Avondale, Mayor Drake
- City of Phoenix, Mayor Gordon



STATE

- The Honorable Dr. Ed Hernandez O.D., California State Senator
- Arizona, Office of the Governor, Janet Napolitano



NATIONAL

- US Secretary of Education, Arne Duncan

PATENT

- Health & Fitness System:
Patent US 8,267,694 B1
ISBN-13: 978-0-9815160-0-4

