

Jake "Body By Jake" Steinfeld: You Be The Boss

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<http://www.youtube.com/watch?v=F9tpbx-1hDs>

Transcript:

Jake "Body by Jake" Steinfeld: We look for innovation. We look for a school that is showing promise where the school is a community. We worked along with your great governor's office to identify schools that are showing innovation, and what I love most about your school is that it's a real community where the parents, the teachers, the kids all want to succeed. And I'll tell you one thing: when you're exercising you feel better about yourself. When you're exercising and you're in school, right, you're in school, you're not home sick. When you're exercising and you're sitting in your chair you're less fidgety. If you're less fidgety you're more focused. If you're more focused you do better on your tests, your teachers are proud, your parents are proud and you can look in that mirror and be proud of who you are. And when you're feeling great about yourself think about this: you're less likely to smoke a cigarette. If you're feeling great about yourself you're less likely to take a drug. If you feel great about yourself and you're healthy and you're exercising you're less likely to join a gang because you'll be the boss. You'll be the boss and you take control of who you are. Academics and fitness go hand in hand.

Governor Christie: This program is a strong complement to other things we're trying to do to help young people in our state focus on their fitness and how important their health is ... I'm glad that Coca-Cola and Jake are partnering with us to be able to do this and do it the right way, to set a positive example for all of you because believe me you'll set a positive example for us too, because oftentimes as parents we lose our way in this regard as well. And so seeing all of you using that fitness center, working out, help be an inspiration to us as well.

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