



FOR IMMEDIATE RELEASE

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Intercity Summer Games Kick-Off Mayor's Fitness Challenge
**City of Miami Gardens Partners with Up2Us Sports, Nike and Nickelodeon's
Road to Worldwide Day of Play to Activate Mayor Gilbert's Fitness Challenge**

****Thursday, July 30th from 12pm – 4pm****

- WHO:** Mayor Oliver Gilbert, City of Miami Gardens, Up2Us Sports, Nike, Miami Gardens Parks & Recreation, and Nickelodeon
- WHAT:** Provide Miami youth with opportunities that encourage them to play and be active. Joining Miami Gardens to kick-off the Mayor's Fitness Challenge at the Intercity Summer Games are the City of Miami Beach, City of Opa-locka, City of Doral, City of North Miami, and the City of Miramar. During the event Nickelodeon will grant Up2Us Sports \$10,000 to continue the work they are doing to improve youth sports programs and coach-training locally in Miami Gardens and across the nation.
- "The Intercity Games kick-off the second year of the Mayor's Fitness Challenge. Last year, we focused on getting our adults moving and eating healthier. This year, we're focusing on our kids as well," explains Mayor Oliver Gilbert. "With our partners Up2Us Sports, Nike and Nickelodeon's Road to Worldwide Day of Play, the City of Miami Gardens is doing its part to reduce the prevalence of childhood obesity through encouraging physically active play. This is just the first of many events in our efforts to 'Live Healthy!' in Miami Gardens."
- EXPECTED GUESTS:** **Paola Andino and Nick Merico** (Stars of Nickelodeon's *Every Witch Way*); Dolphins Legends; Miami Marlins Players; Over 1,500 Miami youth
- ON-SITE FOR INTERVIEWS:** **Mayor Oliver Gilbert** (City of Miami Gardens Mayor); **Paul Caccamo** (Up2Us Sports Founder and CEO); **German DuBois** (Up2Us Sports Regional Director for Miami)
- WHY:** The Mayor's Fitness Challenge is a year-long initiative that encourages residents to live healthier lifestyles and increase their physical activity. Miami Gardens Parks & Recreation along with [Up2Us Sports](#), Nike and [Nickelodeon's Road to Worldwide Day of Play](#) initiative have accepted this challenge and are hosting the Intercity Games for over 1,500 youth ages 5-15.
- LOCATION:** **Betty T. Ferguson Recreational Complex**
3000 NW 199th St, Miami Gardens, FL 33056
- ADDITIONAL DETAILS:** **Thursday, July 30th – 12:00 – 4:00pm**
12:00pm: Recommended press arrival time
12:00 – 4:00pm: Youth activities led by Nickelodeon, Miami Gardens Park & Recreation