



Tony Hawk and Live Like a Champion Tour Roll Into Magnolia Science Academy to Promote Active Lifestyles

Activision's Tony Hawk(TM): RIDE(R) Like a Champion Interactive Experience Joins Anthem Blue Cross Live Like a Champion Tour

SANTA MONICA, Calif., Nov 13, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Legendary skateboarder Tony Hawk and the Anthem Blue Cross Live Like a Champion Tour rolled into Magnolia Science Academy in Hollywood, California today to teach students the importance of eating healthy and staying active in a fun, interactive way. As a part of his appearance, the nine time X Games gold medalist unveiled a new addition to the tour, a "*Tony Hawk: RIDE Like a Champion*" interactive video game experience, which allows players of all skill levels to step onto a revolutionary skateboard shaped controller and use their bodies to perform grinds, ollies and grabs like the pros.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20091113/AQ10669>)

"As a member of the California Governor's Council on Physical Fitness and Sports, it's an honor to have *Tony Hawk: RIDE* featured in the 'Live Like a Champion' mobile tour and to be able to share the sport I love with the students of California," said Tony Hawk. "I am committed to promoting healthy lifestyles and *Tony Hawk: RIDE* is one more way to encourage people to engage in an activity they can enjoy on their own, as well as with their family and friends."

Live Like a Champion is an award-winning initiative from the California Governor's Council on Physical Fitness and Sports and Anthem Blue Cross. The 16-city statewide tour features interactive games and challenging sports-themed activities that encourage students to bring out their "inner champion."

A select group of Governor's Council celebrity athletes lend their support to the Live Like a Champion Tour to help raise awareness and promote physical fitness for all Californians. They serve as role models and their favorite exercises, fruits and vegetables are shared on life-size posters throughout the event-site. "Tony is a fabulous athlete and the best skateboarder of all time, but as I've gotten to know him over the past few years I've learned that what makes him really special is his passion for the sport he loves and his passion for kids," said Jake Steinfeld, Chairman of the Governor's Council on Physical Fitness and Sports. "The *Tony Hawk: RIDE* Like a Champion activity is a fantastic addition to the Anthem Blue Cross Live Like a Champion Tour because it provides us the opportunity to share Tony's passion for skateboarding to kids all around this great state."

Event activities include:

- Olympic Style Opening Ceremony: Children pledge to put down the remote and get active.
- Laila Ali's Champ Corner: Inspired by world champion athlete Laila Ali, children step into the ring for a round with a speed bag and learn about the importance of conditioning activities such as push-ups, sit-ups and jumping rope.
- Misty May-Treanor's Dig, Set and Spike Like A Champion: Inspired by Olympic volleyball champion Misty May-Treanor, children step up to the net and learn how to dig, set and spike a volleyball as another way to be active and have fun.
- Jerry Rice's Catch Like A Champion: Inspired by Super Bowl champion Jerry Rice, children make the winning catch in the end zone by diving onto an inflatable mat while hearing messages encouraging 30-60 minutes of physical activity a day.
- Lisa Leslie's Hoop Like A Champion: Inspired by Olympic basketball champion Lisa Leslie, children shoot to score by attempting different basketball shots with various colored balls representing different healthy foods.
- Julie Foudy's Kick Like A Champion: Inspired by World Cup champion Julie Foudy, children shoot multicolored soccer balls representing fruits and vegetables into a goal to learn the importance of a balanced diet.

-- Closing Ceremony: Children engage in post-activity stretch exercises and join in an award ceremony, declaring all who participated champions

Tony Hawk: RIDE is rated E10+ by the ESRB. For more information on the game, please visit www.THRIDE.com.

About Anthem Blue Cross

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Governor's Council on Physical Fitness and Sports

A non-profit, non-partisan organization dedicated to promoting physical activity for all Californians with an emphasis on children and youth. Governor Schwarzenegger is the Honorary Chairman and Council members include Chairman Jake Steinfeld, Vice Chairman Peter Vidmar, and California sports legends such as Jerry Rice, Lisa Leslie, Misty May-Treanor, Laila Ali and Julie Foudy. For more information visit www.CalGovCouncil.org.

Governor's Council Key Initiatives include the Governor's Challenge, the Governor's Council Spotlight Awards Presented by the Anthem Blue Cross Foundation, the Governor's Council Activity Guide, the Live Like a Champion Tour powered by Anthem Blue Cross and Exercise is Medicine.

About Tony Hawk, Inc.

Tony Hawk, Inc. is a world leader in its field with the unprecedented ability to bring alternative sports and their unique lifestyle to the masses while maintaining an indispensable edge of authenticity with the market's hard-core, trendsetting audience. Founded by Tony Hawk in 1998 and based in Vista, CA, the company is organized into five segments: Merchandising, Events, Endorsements, Film and Digital Media. These lifestyle sports include skateboarding, BMX, Motocross, surfing and snowboarding. Consumer goods bearing the Tony Hawk brand have dominated several markets, including interactive games, skateboard hard goods, lifestyle apparel, toys, publications and more.

About Activision Publishing, Inc.

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products.

Activision Publishing maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, Russia, Japan, South Korea, China and the region of Taiwan. More information about Activision and its products can be found on the company's website, www.activision.com.

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