

News Release

For Immediate Release: June 3, 2004

Superintendent's Challenge Award

East Side Union High School District **Superintendent Esperanza Zendejas, Ed.D.** has been notified that ESUHSD is a recipient of the first annual Superintendent's Challenge Award. This program is a joint challenge and award program from State **Superintendent Jack O'Connell** and the California Task Force on Youth and Workplace Wellness.

The goal of the Challenge is to recognize and award school districts and county offices of education that are making a demonstrated difference in providing students access to healthy foods, nutrition education, and quality physical activity. There were only five award winners in the state, of which East Side Union High School District was selected as the award winner in the large high school district category. The District has partnerships with local health agencies, sponsors Health Fairs, and integrates nutritional information into health, science, and physical education classes. The District offers "vending taste fairs" to ensure that the foods we offer are responsive to students' tastes – culturally responsive food selections. The District focus has been to reduce junk food by 65%. The District has also increased the number of students buying nutritional meals by 47% by marketing the program, making meals available to all students and staff for one week free of charge, reducing the price of a healthy lunch to \$2.00, and revamping how students get their food.

To recognize the five award winners, an awards ceremony will be held at Evergreen Valley High School on June 4th during which State Superintendent of Public Schools **Jack O'Connell** and California Senator **Tom Torlakson** will present the coveted awards. "We have received this award because of food services, student leadership and our Student Board Relations under the direction of Board Member **Patricia Martinez-Roach**," stated **Superintendent Zendejas**.

FOR MORE ESUHSD INFORMATION CONTACT:

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