

Maj. Gen. Keith L. Ware Community Relations Awards Program of Excellence

Special Event Category

Fort Leonard Wood Garrison

Nominee: Fort Leonard Wood Garrison Public Affairs Office

Army Service Component Command: Installation Management Command

In 2013 at the St. Louis Rams Military Appreciation Day, Rams officials offered to partner with Fort Leonard Wood and the U.S. Army on a variety of areas focusing on community support. Maj. Gen. Leslie Smith, Maneuver Support Center of Excellence and Fort Leonard Wood commanding general, asked the public affairs team to research what was practical and would generate the most community interaction with the Rams.

In early 2014 after Super Bowl XLVIII on Feb. 2, the Fort Leonard Wood public affairs team held a series of conference calls with Rams community outreach officials and established a plan to bring Play 60 to Fort Leonard Wood.

Play 60 is the National Football League's outreach to children, ages 7 to 14, to encourage them to have 60 minutes of activity each day. The program would dovetail with the Family, Morale, Welfare and Recreation efforts to get more dependents involved in youth sports on the installation and expanded the age range from 3 to 18 for youth participation.

With Play 60, the installation's plan was to inspire families to incorporate the Soldier for Life theme and begin a regiment of exercise, diet and sleep for all family members. Play 60 targeted children for the activity, but would also teach parents how to get involved with their child's exercise and make it a family event.

Working with both the Rams and The FMWR Special Events team, the PAO office was able to bring Play 60 to the installation on July 16. Rams personnel, to include trainers, cheerleaders and Rampage the mascot, set up a series of activities and stations to teach children fundamentals of football as well as basic fun fitness events.

The event was promoted in the post newspaper, the Guidon, along with media releases, Facebook posts and marquee announcements. Several local media outlets also announced the upcoming event and provided post coverage.

The response from the community was overwhelming. More than 600 family members showed up for the afternoon event. The Rams community outreach coordinator, Nicole Woodie, said it was the first visit to Fort Leonard Wood, but the largest event they had conducted on a military installation.

Additionally, in support of the Army's Triad of Performance, the NFL provided information on nutrition and the importance of a good diet through their "Fuel Up" program.

Coverage of the event is attached with photos, newspaper article and video. Links to coverage include:

<http://www.stlouisrams.com/videos/videos/Rams-Visit-Fort-Leonard-Wood/72371319-4e01-46b5-aa59-4894aa924382>

<http://www.army.mil/article/130513/>

and <http://interact.stltoday.com/pr/arts-entertainment/PR072514123017969>

The success of the program spawned three additional community outreach programs designed to improve the fitness level of the community.

The first additional event is a monthly family-oriented fun run/walk with pre-walk activities and information for all members of the family. The inaugural walk was conducted in August, with the event held monthly in September, October and November. The walk/run was suspended during December, January and February due to weather concerns, but is scheduled to return in March 2015 as a monthly event.

The second event was a cooperative effort between the cities of Waynesville and St. Robert with the installation to better coordinate youth sports programs and mutual agreements on facilities and sports clinics. Both cities were impressed with the Play 60 effort and wanted to partner with the installation Youth Services to provide better services to all participants within the community. Discussions are ongoing to create a community master plan for youth sports, to include clinics for coaches and officials. These discussions also include schools from the NCAA on their possible running seminars for parents and volunteers on how to be better coaches using the coaching staffs from various collegiate sports.

A third line of effort to reinforce the Triad of Performance to emerge from the initial Play 60 event is a series of video spots created by the Waynesville High School video department will feature post leadership discussing sleep, nutrition and exercise. The spots are scheduled to begin airing on Super Bowl XLVIV weekend on command information channels and local cable outlets.

Additionally, communication is underway to bring Play 60 back to Fort Leonard Wood for a second annual presentation.

As stated in the NFL during many games, after further review, Play 60 as a special event has jump started Fort Leonard Wood's ability to engage Soldiers, civilians and family members into embracing a healthier lifestyle through increased exercise, improved nutrition and better sleeping patterns.



# Sports

Thursday, July 24, 2014

GUIDON

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## Dog Days tourney

The Dog Days of Summer Softball Tournament is scheduled for 9 a.m. Aug. 9 at Softball Complex B.

Players must be 18 or older and out of high school. Entry fees are \$150 per team per tournament.

The 2014 tournament series will conclude with the All-Night Softball Tournament at 6 p.m. Sept. 5.

All tournaments will be played under American Softball Association rules and will be held at Complex B.

For more information, call Davidson Fitness Center at 596.4359.



## Senior Tour

The Senior Tour continues at 9 a.m. Aug. 5 at Piney Valley Golf Course.

Open to players 50 and older, the cost of the tour date is \$40, which includes greens fees, cart, range practice and breakfast. Annual Greens Fees Patrons receive a \$10 discount.

Additional Senior Tour dates are Aug. 19, Sept. 2, Sept. 16, Oct. 7, Oct. 21, Nov. 4 and Nov. 18.

The tour is open to the public. For more information, call 329.4770.

## Youth Sports

Friday is now the registration deadline for fall youth sports on Fort Leonard Wood, including soccer (ages 4 to 15), flag football (ages 6 to 11), youth volleyball (ages 9 to 15) and cheerleading (ages 6 to 13).

Participation fees are \$40 per child. Register at Parent Central Services, located in Building 470, Room 1126.

Participants must be registered with Child, Youth and School Services. A current sports physical must be turned in at the time of registration. Practices begin Aug. 4. For more information, call 596.0209.

## LORA bass tourney

The Lake of the Ozarks Recreation Area Bass Tournament continues at 7:30 p.m. Aug. 8, with weigh-in at 1 a.m.

Entry fees are \$40 per boat, with an optional \$10 fee for the Big Bass contest.

Each boat must have a Department of Defense authorized ID card holder.

Customers can stop by the Outdoor Adventure Center or LORA for entry forms and rules.

LORA is located 50 miles northwest of Fort Leonard Wood on McCubbins Drive off of Route A.

Future tournament dates are 7 a.m. Sept. 13 and Oct. 11.

A special tournament that is open to the public is scheduled from 7 a.m. to 3 p.m. Oct. 4.

For more information, call 573.346.5673.



Participants and volunteers run in place prior to starting the St. Louis Rams' NFL Play 60 event at Gerlach Field. More than 300 participants between the ages of 3 and 18 took part.

# Hundreds turn out for 'NFL Play 60'

## Rams encourage fitness through fun for kids

Story and photos by  
**Matt Decker**

Leisure/Sports editor  
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**H**undreds of children ran, jumped, kicked and tackled their way to good health during NFL Play 60, held by the St. Louis Rams July 16 on Fort Leonard Wood's Gerlach Field.

Designed for children ages 7 to 14 but open to all ages up to 18, the event let participants play at more than a dozen different activity stations from noon to 2 p.m.

"It's basically a two-hour free-for-all," explained Zach Kinkeade, an assistant with the Rams' Community Outreach and Player Involvement office, which holds up to four NFL Play 60 events each month.

"The kids can go to any station as many times as they want. There's no set order. It's all about fun while being healthy — but we strive to stress the fun."



Kinkeade



Jackson Burns, 3, gets a high five from the Rams' mascot, Rampage, as Rams cheerleader and U.S. Air Force Capt. Michelle Kolcun, looks during the Rams' NFL Play 60 event held July 16 at Gerlach Field.

Founded by the NFL in 2007, the Play 60 initiative is

designed to fight childhood obesity by encouraging kids



Jackson Kelley, 9, knocks down a tackling dummy at an activity station at the St. Louis Rams' NFL Play 60 event.



Woodie

to be active for 60 minutes every day.

"We're really excited, because this is the first NFL Play 60 event we have done at Fort Leonard Wood," said Nicole Woodie, Rams Community Outreach and Player Involvement manager. "This is our first visit here, and this is

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# Intramural softball season in full swing

GUIDON staff

Softball action continued July 14-17 as Fort Leonard Wood's Recreation League, Women's League and intramural conferences competed for dominance on the fields at Sports Complex B.

In Recreation League games played July 14:

— Combat Training Company beat the U.S. Marine Corps Detachment, 11-4;

— The Hit Squad downed the Directorate of Public Works, 20-10;

— DPW beat the Marine Det., 22-12.

Hit Squad, at 2-0, followed by DPW, at 3-1, currently lead the league standings.

In Women's League games July 14:

— Break N Run beat the Cyclones, 21-0;

— B&B defeated the Ya Ya's, 10-8;

— The Ya Ya's downed Break N Run, 15-14.

B&B, at 2-0, currently holds the lead in the Women's League standings, followed by the Ya Ya's, at 3-1.

In Conference A games played July 15:

— The 554th Engineer Battalion defeated the 58th Transportation Battalion, 7-6;

— Hit N Run beat the Headquarters and Headquarters Company, 3rd Chemical Battalion, 17-2;

— The Medical Department Activity defeated the 94th Engineer Battalion, 19-7;

— The Marine Det. beat the 92nd Military Police Battalion, 14-11;

— HHC, 1st Engineer Brigade picked up a forfeit win.

The Marine Det. and Hit N Run, both at 3-0, currently hold the lead in the Conference A standings.

In Conference B games played July 16:

— The 50th Engineer Company beat the 787th Military Police Battalion, 15-3;

— CTC beat the 35th Engineer Battalion, 20-5;

— The 84th Chemical Battalion defeated Forward Support Company, 13-2;

— Company C, 554th Engineer Battalion beat the 515th Engineer company, 11-2;

— The 701st Military Police Battalion defeated the 795th Military Police Battalion, 14-3.

Following the July 16 games, the Conference B standings were in a four-way tie, with the Company C, 554th Engr. Bn., CTC, 50th Engr. Co. and 701st MP Bn., all at 3-0.

In Conference C games played July 17:

— The 763rd Ordnance Company defeated the Dental Activity, 20-2;

— Staff Judge Advocated beat the U.S. Navy Detachment, 17-6;

— The 43rd Adjutant General Battalion defeated the Rexers, 13-5;

— The Devil Dogs beat the 2nd Battalion, 10th Infantry Regiment, 6-3;

— The Air Force Detachment 1, 364th Training Squadron, defeated the 3rd Battalion, 10th Infantry Regiment, 15-9.

The 43rd AG Bn. and the Air Force Det., both at 3-0, currently share the lead in the Conference C standings.

Six weeks remain in the 2014 softball season.



# NFL Play 60

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the largest event we've done on any military post." Events began with an opening ceremony that included stretching and warm-up exercises with the Rams employees. Participants also got to meet the St. Louis Rams cheerleaders and the team mascot, Rampage, who were introduced by Col. Andrew Herbst, Fort Leonard Wood garrison commander.

"This is an outstanding opportunity to show you that it's important to do fitness every day. I'm looking forward to watching you go from station to station," Herbst told participants. "This is what we call 'controlled chaos' — but it's going to be a lot of fun."

Many of the activities were the same events found at an NFL combine, Woodie said. "We try to make this field day a little more football focused," she said. "We do the vertical jump, the long jump, broad jump, the 40 (yard dash), the shuttle run — many of the things that our players are doing in their training or had to do when they got to the NFL."

For many of the young participants, the day was simply about trying out different stations and having fun.

"I just like everything," said Jason Clemmer, 9, after completing the shuttle-run station. "It's been fun."

For others, like 7-year-old Jalaia Ross, determining a favorite activity was an easy task. "I like tackling!" Ross said as she got back in line after taking out a tackling dummy, catching a Nerf-style ball and throwing it back to a U.S. Marine Corps Detachment volunteer.

Ten-year-old Leander Corbett gave NFL Play 60 his seal of approval. "It's been one of the top three things this summer," Corbett said, adding that in his opinion, the event was on par with "bowling and the pool" as far as his favorite summertime activities.

About 20 Marine Det. volunteers helped set up and run the



Daniel Ray, 13, and Eloise Shirley, 9, race down the Gerlach Field track as they compete in the 40-yard dash during the St. Louis Rams' NFL Play 60 event.



Jayden Burdine, 7, tries on St. Louis quarterback Sam Bradford's helmet, shoulder pads, jersey and gloves as Jayson Manuel, 12, looks on at a station during the NFL Play 60 event held July 16 at Gerlach Field.

Play 60 events. "We volunteered for the day, but when we came out here and saw all these St. Louis Rams trucks, we were all surprised," said Marine Pfc. Cristian Fuentes. "Being out here and helping out the younger kids, being part of this is a privilege for us."

Several parents also enjoyed the event. Sgt. Gwain Shells, 795th Military Police Battalion,

accompanied his son, Demetrius, 8, and daughter, Somaya, 3, from station to station. "They wanted to participate in something different, and I wanted to get them out of the house," Shells said. "They're having a great time. My daughter's participating in everything, and she's only 3. I think this is an excellent program. It gets kids active



Caleb Robinson, 8, concentrates on his target at the football toss station as his brother, Chris Robinson, 13, looks on.

low-fat dairy products, making sure they're eating their fruits and vegetables and making healthy choices so they can go out and play."

Woodie said holding the event at Fort Leonard Wood was not only the largest event at a military base, but also especially meaningful for the Rams employees who run the Play 60 program.

"We know that as military youth, and with parents who serve in the military, there are a lot of things that they go through compared to some of the kids we interact with who don't have parents who are deployed or who don't have that commitment to our country. So, this is really our way of saying we appreciate what you do, even as a kid, and of course we appreciate what your parents do. We want them to know that the Rams are cheering for them," Woodie said.

The event was doubly meaningful for Rams cheerleader Michelle Kolcun, who also serves her country as a captain in the 375th Medical Group Air Mobility wing at Scott Air Force Base, Ill.

"As a military member, I can really appreciate what the Rams are doing for these military Families. It's a big deal for an NFL team to come out to military installations, to interact with the kids," said Kolcun, a former Air Force Academy cheerleader who is now in her second year with the Rams. "I wouldn't miss this event for anything, just because I know how important it is for us."

and motivated."

Woodie said the primary message NFL Play 60 strives to instill in children is that daily exercise and activity is important for everyone, and that "you don't have to be an athlete to be healthy."

"It doesn't mean you'll play 60 minutes and you have to be a football star or a basketball star and have to go to practice every day," she said. "You can get your 60 minutes anywhere, whether it's at school or at home, whether it's in a P.E. class, walking around the block, holding a 10-minute dance party with your friends, doing push-ups in your living room or just playing on the playground — however you want to get that 60 minutes in, it's up to you."

During the opening ceremony, Woodie also talked briefly to participants about the importance of good nutrition.

"In partnership with (Play 60) is our Fuel-Up to Play 60 program, which encourages kids to make sure they're putting the right fuel in their bodies. We highlight eating healthy, eating and drinking



U.S. ARMY

# NFL's "Play 60"



## Fort Leonard Wood and St. Louis Rams host NFL "Play 60"



- More than 300 participants attended

- Photo ops w/ cheerleaders and Rampage

- Dozens of football-related activities

- Encourages youth to be active 60 mins a day

- Rams TV and local media covered the event

