

Media contact:  
Andy Kreiss  
Communications and Marketing Manager  
The L.A. Trust  
andy@thelatruster.org  
213-241-3857



April 8, 2014

FOR IMMEDIATE RELEASE

## Hollywood High Gets Healthier with “Sheik-A-Thon”

(Los Angeles, CA) On Monday, April 14<sup>th</sup> the students of Hollywood High School will join with Councilmember Tom LaBonge, Kaiser Permanente, and The L.A. Trust for Children’s Health (The L.A. Trust) for the 1st Annual Hollywood High School Sheik-A-Thon.

Named in part for the famous Hollywood High mascot, the Sheik-A-thon is a one-day event that focuses on encouraging physical activity all while building school spirit amongst the students, staff and faculty of the iconic high school. Funded as part of a grant from Kaiser Permanente’s Healthy Eating Active Living (HEAL) Zones, a program designed to help make healthy choices more accessible to people in underserved communities, the Sheik-A-Thon was conceived by The L.A. Trust’s HEAL Program Manager, Deborah Ebrahemi, with the assistance of Healthy Athlete Committee and F.A.M.E. Health Club students. “The L.A. Trust is happy to bring this opportunity to Hollywood High and honored to support Principal Sanchez’s vision of a Wellness Campus at Hollywood High. The Sheik-A-Thon not only builds awareness about the importance for physical activity and overall health, but it also engages students and faculty in a fun and inspiring way,” Ebrahemi said.

Principal Alejandra Sanchez stated, “We’ve been focused on building universal wellness on our campus for a while now. The Sheik-A-Thon is a way to highlight a healthy fundraising strategy that focuses on physical activity and exposes our students to the beauty of their own backyard! It’s a fantastic next step in increasing and sustaining the health and success of our students. Thank you Kaiser Permanente for your effort and investment to make Hollywood High a thriving school!”

The event, which begins with a 9:40am kick-off ceremony at “1 Mile Tree” in Griffith Park, will be followed by a group walk/hike led by Councilmember Tom LaBonge and Principal Sanchez to the famous Hollywood sign and back, and end with a picnic provided by Whole Foods and recognition awards. All funds raised through The Sheik-A-Thon will help Hollywood High School in their efforts of increasing healthy eating and active living programs all while promoting wellness and fitness.

Hollywood High School Alumni are encouraged to donate through the Hollywood High School website or [www.thelatruster.org](http://www.thelatruster.org). Donations: [Please visit hollywoodhighschool.net](http://hollywoodhighschool.net), [click on the Sheik-A-Thon link under News and Announcements on the home page.](#)

**About the The L.A. Trust for Children’s Health** The L.A. Trust is a 501(c)(3) non-profit organization working to improve the health of the children of the Los Angeles Unified School District (LAUSD). Their mission remains to improve student health and readiness to learn through access, advocacy and programs. The Trust is affiliated with LAUSD, working integrally with the LAUSD Board of Education members and within the LAUSD Student Health and Human Services Division. ###