



# North East Independent School District

8961 TESORO DRIVE - SAN ANTONIO, TEXAS 78217

**FOR IMMEDIATE RELEASE**  
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## **MEDIA ADVISORY**

- What:** North East ISD will “Walk for Wellness” and host a Grand Opening of its newly remodeled Fitness Center in support of the district’s Wellness Initiative.
- Who:** More than 200 NEISD Central Office employees.
- When:** Friday, November 12, 2010, 8:30 – 11 a.m.
- Where:** **Start:** North East Education Center, 8961 Tesoro Drive  
**End:** Fitness Center, 10333 Broadway.  
*Walkers will travel north along Broadway.*
- Why:** NEISD began a district-wide wellness initiative to promote a healthy lifestyle for its employees and students. This is an opportunity for employees to engage in a healthy, physical activity during the workday. The walk will be an ongoing initiative for future years to help employees improve their health and wellness.
- Visuals:** Employees will receive a team-spirit hand towel as they ‘sport’ their tennis shoes and walk a roundtrip of approximately 2.4 miles. A tour of the facility and demonstration of the fitness equipment will be offered, and there will be fruit to snack on. A water station will be available halfway through the walk.
- More:** One heart attack can cause NEISD’s health insurance plan about \$65,000, so it is prudent for the district to offer the Fitness Center as a free tool to help all employees dedicate themselves to the pursuit of a healthy lifestyle. The center is open Monday-Friday from 6 a.m.-8 p.m. and there will be fitness classes taught by employees.

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**About NEISD:**

North East ISD has more than 70 schools and magnet programs with an expected fall 2010 enrollment of more than 66,000 students. NEISD employs more than 9,000 people. It is the second largest public school district in the San Antonio area and the eighth largest in the state. Under the Texas accountability system, 87 percent of NEISD schools are rated Exemplary or Recognized. The district earned Recognized for the third year in a row. More information about NEISD can be found at [www.neisd.net](http://www.neisd.net).