

95210

Kids on the GO!



2026-2027 Academic Year Sponsorship Information





95210 Kids on the Go!

Promoting Health and Fitness in Schools

The **95210 Kids on the Go! Program** is an initiative launched by the NCH Safe & Healthy Children's Coalition with Collier County Public Schools in 2012. This program aims to increase physical activity and reduce obesity rates among children. What began in Spring 2012 at two Title I elementary schools in Collier County, has now expanded to over 35 elementary schools across the county.

Marathon Challenge for Young Participants

The core of the 95210 Kids on the Go! program involves children running a cumulative total of 26.2 miles, equivalent to a full marathon, throughout the school year. **Health Champions** at each school provide encouragement and track the children's progress towards achieving their goal. Running sessions are organized on school grounds either before or after regular school hours, ensuring that all children have the opportunity to participate.

Celebrating Achievements

Children reaching the 26.2-mile goal earn the opportunity to participate in a final celebratory mile run at the local feeder high school. This **Final Mile** event is a significant milestone, where parents, teachers, and local officials gather to cheer the young runners. Each child who completes the run receives a commemorative t-shirt and a medal, along with fresh fruit and water to celebrate their accomplishment.



Success Story

One inspiring success story from the program is that of Bernardo Barhart Jr. Discovering his passion for running in the 4th grade through the 95210 Kids on the Go! Program, Bernardo has since gone on to achieve remarkable feats, including competing in the Junior Olympics Championship.

His dedication to running has earned him a full-ride athletic scholarship to Florida State University, where he continued to pursue his passion in the fall of 2023. Bernardo credits the program for instilling the foundational principles that have guided his journey:

“At my elementary school, they have a 95210 program and that’s when I started running,” he said. “I realized I could go pretty fast and loved doing it.”

You can watch a video about Bernardo's story by scanning the QR code.



(Photo credit: Naples Daily News)



Participating Elementary Schools

Avalon, Big Cypress, Calusa Park, Corkscrew, Eden Park, Estates, Everglades City, Golden Gate, Golden Terrace, Gulf Coast Charter Academy South, Herbert Cambridge, Innovation Academy, Lake Park, Lake Trafford, Laurel Oak, Lavern Gaynor, Lely, Manatee, Mike Davis, Naples Park, Osceola, Palmetto, Parkside, Pelican Marsh, Pinecrest, Poinciana, RCMA Immokalee Community Academy, Sabal Palm, Sea Gate, Shadowlawn, Tommie Barfield, Veterans Memorial, Village Oaks, Vineyards

In the 2025-2026 academic school year, 3,095 students participated!



As of 8/1/2026



Building a Healthier Future Together

Since its inception, the 95210 Kids on the Go! Program has become a beacon of positivity for over 29,332 children, hosting 60 final mile events that go beyond just physical fitness.

Participants have not only developed endurance and self-confidence but have also embraced the healthy lifestyle principles of the 95210 Let's Go! Campaign. Schools report enhanced student behavior and attention, underscoring the program's influence on overall well-being.

This initiative reflects the power of community in nurturing healthier, more active children. By promoting physical activity and healthy habits, we've seen a tangible decrease in childhood obesity and a rise in community engagement. Local businesses and organizations have united to bolster these efforts, weaving a resilient network of advocates dedicated to children's health. Together, we're not just running miles; we're paving the path for a vibrant, dynamic future.



Hours of
Sleep Each
Day



Servings of Fruits
& Veggies Daily



Hours or Less of
Screen Time



Hour of Physical
Activity Each Day



Zero Sugary
Beverages &
Tobacco

Partner Organizations

The success of the 95210 Kids on the Go! Program is largely due to the collaborative efforts of various partner organizations. These include local health departments, municipalities, community centers, and businesses that provide funding, resources, and support. These partnerships have been instrumental in expanding the program's reach and ensuring its sustainability, allowing more children to benefit from its positive influence.





Sponsorship Opportunities

Sponsor Level	Diamond \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Event named after your business					
Prominent logo on all event materials and t-shirts (Est. 2,250 shirts)					
Logo and ad shared on Coalition social media (i.e. Facebook, Instagram, X)					
Option to have a table at the Final Mile event or 2-minute speaking at event					
Company provided banner or tablecloth displayed at the Final Mile event					
Company spotlight by emcee at Final Mile event					
Company name on event t-shirts					
Logo/Company name only Coalition website					
Highlight on Coalition's social media platforms					

\$3,000 Sponsor
Medals for students attending the Final Mile

\$10,000 Sponsor
T-shirts for 1,250 students completing 26.2-miles

\$500 Sponsor
Trophies for each school's Golden Sneaker Winners

\$5,000 Sponsor
Three Final Mile events including music, balloons, and more!



Intent to Sponsor

Sponsorships due by December 1, 2026

Please Complete the Following Information

Company: _____

(as you wish it to appear in published materials)

Address: _____

Contact Person: _____

Phone: _____ Email: _____

Web Address: _____

Sponsorship Opportunities

- ☐ Diamond \$15,000 Level
- ☐ Platinum \$10,000 Level
- ☐ Gold \$5,000 Level
- ☐ Silver \$2,500 Level
- ☐ Bronze \$1,000 Level
- ☐ Other \$ _____

Method of Payment (Check or Credit Card)

Make checks payable to: NCH Safe & Healthy Children's Coalition c/o NCH

Mailing Address: ATTN: Theresa Hansen, 1100 Immokalee Road, Naples, FL, 34110

For Credit Cards visit NCHmd.org/donate. Please select "Safe & Healthy Children's Coalition" under the designation selection and write "95210 Kids on the GO!" in the comments section.

Contact safehealthychildren@nchmd.org or call 239-624-4033 with any questions.



Who We Are

Working to Keep Collier County Safe & Healthy

Recognizing that a coordinated approach will have a greater impact on preventing and improving children's accidental injuries, health and safety issues, over 50 child-serving non-profit and government services agency providers joined efforts to create the NCH Safe & Healthy Children's Coalition of Collier County.

The Coalition provides a conduit for coordinating individuals, agencies and business to address the major issues adversely impacting Collier County children.

We are data driven and collaborate with key partners like the District Twenty Medical Examiner and Florida Department of Health in Collier County to prioritize injury and health related areas. The three leading issues we focus on are drowning, SUIDS/Other sleep-related infant deaths, and childhood obesity.



Mission

To facilitate and implement programs to combat childhood obesity, prevent childhood drowning, and reduce SIDS.

Vision

To improve the health outcomes and prevent injuries among children 0-18 years of age within Collier County.

Contact Us

239-624-4033

safehealthychildren@nchmd.org

Visit Us Online

safehealthychildren.org

Social Media

Facebook.com/safehealthychildrencolliercounty

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