

25th
ANNIVERSARY
Swim
WITH MIKE

APRIL 16, 2005



Spring 2005

Kevin Sorbo to Receive 2005 "People Helping People" Award

Actor Kevin Sorbo may play a half-man, half-god as TV's Hercules, but in reality he is just as heroic in his effort to protect and better humankind. As chair and spokesman for A World Fit for Kids, a non-profit group based in Los Angeles, he is actively helping kids fight their battles against low self esteem, gangs, drugs and violence. Capitalizing on his popularity by using the vehicles of school, fitness, sports and positive mentorship, he tours around the United States and hosts fundraisers to support the foundation.

Long interested in humanitarian organizations and seeking to start his own non-profit, Sorbo stumbled upon A World Fit for Kids and aligned with the cause. The group has helped train thousands of inner-city teens and college students to coach and mentor younger kids through healthy activities after school.

It helps students improve their own physical, mental, and emotional fitness through sports, fitness and peer leadership training. The organization develops youth leaders who will become mentors and positive older role models for elementary through high school youth. They provide valuable life skills for the student's successful integration into school, the workplace, and the larger community.

"Kids are our future and they deserve a safe, nurturing environment, positive role models and the opportunity to fulfill their dreams and their true potential" says Sorbo.



A World Fit for Kids also partners with the Educare Foundation to serve youth and assist and empower schools, districts, youth-serving agencies, teachers and parents to better prepare kids for healthy and fulfilling lives. After-school programs and extensive training programs ensure that the highest level of mentorship and nurturing is taking place.

Sorbo attributes his success to his upbringing, persistence, and belief in the power of fitness and sports. He truly embodies the spirit of Swim with Mike in his desire to invigorate the mind through physical activity and replace negativity with reinforcement, guidance and dedication.

And he practices what he preaches. True to his mid-western work ethic, Sorbo works out 90-minutes per day despite a grueling production schedule of 14-hour days, 6 days per week, and 10 months per year.

Known for doing most of his own stunts, he studies under martial arts master Douglass Wong.

"I grew up playing everything you can possibly think of: basketball, baseball, golf, tennis, bike riding," he says. "It has always been important to me; important in terms of camaraderie between peers, learning how to deal with other people, and developing social skills."

Join us on the pool on April 16th to congratulate Kevin and his wife Sam!

The G. Willard Miller Family Challenge!



The generous G. Willard Miller Family

The Miller Challenge is on! In honor of Swim With Mike's 25th Anniversary, the generous G. Willard Miller Foundation and Miller Family are at it again. This year they have promised to match any **Lane or Centofante Anniversary pledge increase** as well as **new Lane and Centofante pledges**.

Specifically, if a current Lane or Centofante donor decides to increase his or her pledge, the

extra amount will be matched by the Miller Challenge. In addition, any new Lane or Centofante pledges will be matched as well. Lane pledges are \$1,000 and Centofante Anniversary pledges are \$2,500.

When you make a pledge, please specify on the **return pledge form** that your donation qualifies as part of the Miller Challenge. Please help us take advantage of this gracious gift!

Afraid of the Pool Sharks? Then Workout with Mike!

Now you can collect pledges for every hour you workout. What's your favorite activity? Go for a run, lift weights, take a spin class, play racquetball or basketball . . . it's all good!

For the week prior to Swim Day, **April 9-16th**, workout at the USC Lyon Center, or on your own. It's good for you, and it's good for the scholarship program! Participants are eligible for all Swim achievement levels, such as barbeque tickets and t-shirts.

Pledge forms online at
<http://www.swimwithmike.org>

Coming Soon:

*Thanks to **Brian Kennedy and Regency Outdoor Advertising**, Swim With Mike has a billboard on Sunset! Next time you're driving by make sure to check it out!*

Alumni Recipient Spotlight: Jeff Keith 20 Years Since His "Run Across America"

Jeff Keith is an extraordinary man. He is full of passion and drive. Although he lost his leg to cancer at age 12, he did not let his disability hold him back from his love of sports. He played lacrosse, and 20 years ago he became the first and only amputee to run across America. He started in Boston and ran over 3,300 miles to Los Angeles, raising over \$2 million for the American Cancer Society and the National Handicapped Sports and Recreation Association. It took him eight months.

Jeff was inspired to run across America by a man named Terry Fox who, like himself, was an amputee. Terry attempted to run across America but did not finish. Jeff ran to give back to the community and to raise awareness that cancer is beatable. He credits Terry and the many children he visited in the hospital for helping him make it through the most grueling stretches of his run.

Jeff crossed the finish line in Los

Angeles on February 18, 1985. Mike Nyeholt was there to congratulate him and offer him a Swim With Mike scholarship to USC on the spot. In addition, Jeff received the Courage Award from President Ronald Reagan.

Since his run, Jeff has continued to put his time and energy into finding a cure for cancer. In 1987, he co-founded Swim Across the Sound with his friend Matt Vossler. The organization raises money for St. Vincent's Medical Center in Bridgeport, CT.

In 1992, he and Vossler founded yet another organization. Swim Across America is dedicated to raising money and awareness for cancer research, prevention and treatment through swimming related events around the country. One such event is an annual 22 mile swim in the Boston Harbor.

Aside from his extensive philanthropic activities, Jeff received his MBA from USC in 1988, and is currently working as

a high-yield bond salesman at UBS in Stamford, CT. He is happily married with three children.

When asked about his experience with Swim With Mike, Jeff noted, "Swim With Mike was clearly a turning point in my life. The support I received from USC and the opportunity to be able to have graduate school paid for was a huge boost at that time in my life. The education I received enabled me to start my career in the investment banking industry.

"But more than that, I had the privilege of meeting Ron Orr and Mike Nyeholt, two individuals who have made a difference in my life and the lives of other Swim With Mike recipients. We all have a defining moment in our lives that we can look back and say, 'Wow, that period was critical in determining my professional career and eventual path in life.' My time at USC with Swim With Mike was that defining moment, and I am forever grateful to Ron and Mike."

It's Not Too Late to Get Involved!

- *Donate an item to the silent auction, raffle, or swimmer goodie bags*
- *Purchase a program ad*
- *Sponsor a swimmer*
- *Swim*

For more information, contact Vanessa Adams at (949) 280-1845 or vadams@usc.edu



1995

*Art Bartner ready
to hit the water!*

1993 We topped \$1 million raised!

1994 Recipient Jennifer Walsh lost her battle to cancer and the Swim With Mike Endowment was started as a tribute to her legacy. The Swim was held on April 16th! Rafer Johnson, Olympic gold medallist of the 1960 Decathlon and Chairman of the Special Olympics, was the President Gerald and Betty Ford People Helping People award winner.

1995 Art Bartner swims on behalf of recipient Mike Hoover, who suffered a stroke as a member of the band. The Trojan Marching Band has always been an integral part of the Swim!

Countdown to the 25th Anniversary

Swim With Mike: 1993-2004



1997

*People Helping People award winner
Tommy Lasorda*

1996 Mike Nyeholt receives the Governor's Award from Pete Wilson. Christopher Reeve is the People Helping People award winner.

1997 Tommy Lasorda is the People Helping People award winner. Recipient Kemal Demirciler is named Valedictorian of USC and continues his education on scholarship to grad school.



1998

*People Helping People award winner
Wallis Annenberg*

1998 Wallis Annenberg receives the People Helping People award. The Trojan Knights and Helenes start the dunk tank tradition on campus in order to promote the Swim the week before the event. Swim With Mike is awarded the President's Daily Points of Light Award on July 17, 1998.

1999 Recipient Sarah Reinertson runs a marathon. Lynn Swan is named the People Helping People award winner.

2000 Mara Hunter-Redden receives the People Helping People award. The Centofante Anniversary Club starts thanks to Al and Mary Centofante. Each year the pledge amount raises \$1,000 to match the annual year of the Swim.

2001 Pete Carroll attends his first Swim With Mike and emcees the Trojan Football and Song Girl relay race. Jason Sehorn is awarded the People Helping People award.

2002 We crossed the \$3 million dollar mark! Joey Pulford becomes a recipient at USC. Rod Dedeaux receives the People Helping People award.



2000

USC Athletic Director Mike Garrett with People Helping People award winner Mara Hunter-Redden

Mike Nyeholt with Al and Mary Centofante



Countdown to the 25th Anniversary

Swim With Mike: 1993-2004

2003 John Naber is honored as the People Helping People award winner. The Miller Family presents the largest single donation of \$36,000 on behalf of the G. Willard Miller Foundation.

2004 We met the Mike Thomas Challenge, and we raised \$650,000! Tom Fueling once again hosts an amazing celebration dinner at Lawry's.



2001

*Up: Angie Harmon and Jason Sehorn
Right: Pete Carroll*



2004

Current recipients pictured with Ron Orr, Mike Nyeholt, and Tom Fueling at the celebration dinner.

Get Your Pen Ready!

Check out the **silent auction** and keep raising your bids, because you do not want to miss out on some of these fantastic items:

- **Bali condo for 2 weeks**
- **Hawaii condo for 5 nights**
- **Beach house for the weekend**
- **Signed memorabilia**
- **Kevin Sorbo's sword from Hercules**
- **Dodger tickets**
- **2005 Trojan Football field passes**

Get Excited!

Are you a die-hard Swim With Miker? Is your closet filled with more Swim With Mike shirts than you know what to do with? Do you drink from a Swim With Mike coffee cup every morning? If so, we want to know! Bring the oldest Swim With Mike gear that you own and we'll give you more! And if people think you're swimming with yourself every April (i.e. your name is Mike), we want to meet you! There will be a special gift for every Mike and Michelle! Simply stop by the designated booth and show ID!

Advertise and Donate!

This year our event program will be a special commemorative **8.5" x 11"** size. Purchase a **quarter page, half page, or full page** ad. Pay tribute to this year's People Helping People award winner Kevin Sorbo! Advertise your business! Congratulate a recipient! **Ads are tax deductible!** Contact vadams@usc.edu for pricing information!

Pre-Register to Swim!

Email your name, address and phone number to vadams@usc.edu

\$100 raised ensures each swimmer a goodie bag.

1st Annual Swim With Mike Hawaii is a Huge Success!

Hawaii Governor Linda Lingle sent a warm greeting to all who attended the 1st Annual Swim With Mike Hawaii on March 5th. The Swim extension was held at the University of Hawaii's Duke Kahanamoku Aquatics Center. Swim With Mike Hawaii raised money for two new recipients who both currently attend the University of Hawaii. A special thanks goes to Kaia Hedlund, the University of Hawaii, and everyone else who helped make this event possible!

Swim With Mike Names PacifiCare its Official Healthcare Partner

\$10,000 donation to help provide tuition and financial assistance to physically challenged student athletes

The Swim With Mike team is pleased to announce that Cypress, Calif.-based PacifiCare Health Systems Inc. has been named our Official Healthcare Partner.

“PacifiCare is proud to be named Swim With Mike’s Official Healthcare Partner for its 25th anniversary,” said James Frey, president of PacifiCare of California. “We congratulate this year’s scholarship winners for overcoming life’s challenges and pursuing their dreams. We believe the commitment embodied by the Physically Challenged Athletes Scholarship Fund shares PacifiCare’s belief that ‘Caring is Good. Doing Something is Better.’”

PacifiCare Health Systems is one of the nation’s largest consumer health organizations with more

than 3 million health plan members and approximately 10 million specialty plan members nationwide. PacifiCare offers individuals, employers and Medicare beneficiaries a variety of consumer-driven health care and life insurance products. Currently, more than 99 percent of PacifiCare’s commercial health plan members are enrolled in plans that have received Excellent Accreditation by the National Committee for Quality Assurance (NCQA). PacifiCare’s specialty operations include behavioral health, dental and vision, and complete pharmacy and medical management through its wholly owned subsidiary, Prescription Solutions. More information on PacifiCare Health Systems is available at pacifiCare.com.

John Chavez Swims 250 Miles for the 25th Anniversary

John Chavez is an extraordinary and inspirational man. While speaking with him, his passion for life and others was truly evident. John is swimming 250 miles for the Swim With Mike foundation. His reasoning for 250 is to correlate with the 25th Year Anniversary of Swim With Mike. This is currently John’s 10th Swim With Mike, and he is thrilled to participate in such a wonderful event.

John Chavez was a swimmer and water polo player at Golden West College, where he won two state championships. While life guarding at Huntington State Beach in the fall of 1984, John broke his ankle, and underwent surgery to place pins in his ankle. During his surgery, John’s heart stopped and he went into a coma. This ankle break led to a drastic change in John’s life—he became blind after the surgery. John was angry and resentful



John Chavez swims 250 miles

after his initial blindness; however his college coaches visited him in the hospital and insisted that John continue to work on his swimming and his stroke. Soon after he was discharged, John was back in the pool swimming. Swimming was always therapeutic for John, especially after his trauma, and if John had not been a swimmer, he probably would not still be able to participate in the sport that he loves.

John’s workouts currently consist

of mornings from about 6 to 8 AM, Monday through Friday. He is currently at 149 miles, but promises that he has never missed a goal, and that he will definitely meet his objective of 250 miles.

John states that he enjoys Swim With Mike because it is encouraging to be around others with disabilities while knowing that he is still blessed to also be able to help others. John looks at his blindness as an opportunity rather than a disability. Also, John knows that the scholarships given to the recipients of Swim With Mike will help them overcome their obstacles. John looks at his blindness as a challenge and says, “Continue to challenge yourself...don’t be afraid of challenges... accept them and find ways to overcome them”. We are delighted to have John Chavez as a part of the Swim With Mike family.

Running on Water

This year Swim With Mike was proud to inform some of LA's most elite athletes, runners from around the globe and the Los Angeles community. The LA Marathon Expo brought great exposure and interest in the 25th Anniversary of Swim With Mike. The expo, which took place March 3rd through 5th, was a great success and a fun way to inform and engage thousands of people. Thank you to all the staff and volunteers who gave time to help collect donations and swimmers. We are so happy with all the positive feedback we received from the attendees of the Marathon Expo. Join us next year and see all that the expo has to offer.

PacifiCare®

Caring is good. Doing something is better.

Swim With Mike's Mission Statement

To provide financial resources for advanced education that paves the way for physically challenged athletes to overcome their tragedies and realize their full potential.

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SWIM WITH MIKE
Swim With Mike

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