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FOR IMMEDIATE RELEASE

*File*

FATHER-SON TRACK DUO-----Bob Richards, director of the Wheaties Sports Federation, runs the quarter mile with his six-year-old son, Paul. Richards, two times Olympic pole vaulting champion, is leading a national "Junior Champ" movement as the answer to Russia's challenge for sports and physical fitness supremacy. General Mills and the United States Junior Chamber of Commerce are cooperating in launching "Junior Champ" days in cities and towns from coast to coast. Track and field events, physical fitness exercises, bicycle races and football-baseball throwing contests are included.