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FOR IMMEDIATE RELEASE

Champions for Physical Education Partner to Answer the Call!

Kansas City, MO – April 7, 2009 - PE4life, the nation's leading advocate for quality health and wellness based physical education programs, and Project Adventure, Inc., (PA) an innovative teaching organization providing leadership in the expansion of Adventure-based experiential programming, have signed a strategic Program Partnership that will impact the health and fitness of children and youth across the United States.

This agreement will be beneficial to both organizations in several ways. PA will provide training, consulting, curriculum and equipment to PE4life Academy Training Centers and communities nationally. PA's proven methodology will provide physical educators and school leaders with strategies and tools to increase participation and enjoyment in physical education classes. As a result, PE4life will now be able to offer PA training as an option in their menu of program support and services, expanding upon the organization's already wide variety of resources offered to schools and communities looking to enhance their physical education program.

Motivated by the obesity, behavioral and school drop out crisis facing our nation, the two non-profit organizations are striving toward a country where all children and youth have access to Physical Education in schools and increased enjoyment of life-long fitness activities in the community. PE4life and PA's missions are informed and motivated by research showing that high quality physical education results in decreased disciplinary incidents, improved fitness scores, increased academic scores and socially responsible behavior.

"The PE4life-Project Adventure partnership makes sense and is an exciting next step for our organization," says Kim Mason, PE4life Program Development Advocate and leader in the Northwest Arkansas and Mississippi expansion projects. "Great opportunities lie ahead for school districts and communities across the country in creating a culture of health and well-being through our joint program support services."

Jane Panicucci, Vice President and author of PA's Physical Education and Fitness models has also expressed excitement that the two organizations have partnered. "We are thrilled to be aligned with PE4life, an organization that has been the leader in increasing the understanding of the value of Physical Education in schools across the US. We feel strongly that this alliance will benefit not only today's students, but the adults of tomorrow," says Panicucci.

As an added benefit of the partnership, Panicucci has agreed to present at the 2009 PE4life Summit in Bentonville, Arkansas this June. For more information on this event, visit www.pe4life.org/summit.

About PE4life®

PE4life is a national non-profit service organization dedicated to promoting wellness through fun and interactive physical activity in school, community and corporate settings. Headquartered in Kansas City, Missouri, PE4life is strong in advocacy with a step-by-step implementation program in place. As of March 2008, PE4life has trained 218 teams of more than 1,700 educators, administrators, community and business leaders from 38 states across the US and 9 countries around the world.

About Project Adventure

Project Adventure is an innovative teaching organization providing leadership in the expansion of Adventure-based experiential programming. Project Adventure seeks to develop responsible individuals, productive organizations and sustainable communities. PA is thought of as the leader in active learning training over 2500 educators per year in the US and internationally, who in turn impact over 250,000 students annually.