



PE4life President and CEO Anne Flannery to Step Down

Brenda VanLengen to serve as Interim

As a friend of PE4life, we wanted you to be among the first to know that Anne Flannery has decided to start a new phase of her career by pursuing new opportunities in social entrepreneurship and has submitted her resignation effective immediately.

Anne was recruited to start PE4life in June, 2000 from a successful career in the sports industry, where she gained a reputation as an innovator. Under her leadership, the organization was instrumental in creating the Physical Education for Progress (PEP) Program, which to date has provided over \$400 million in competitive grants to schools to help them transform their school-based physical education programs.

Also during this time, the innovative PE4life Academies were established, which use a “train-the-trainers” model, from which the organization has now created a menu of products and services designed to help schools transform their programs into one that achieves measurable outcomes in health and fitness, academic performance and socially responsible behaviors.

Though Brenda VanLengen recently started a business to further her broadcast career, she has continued to work with PE4life as a consultant. Brenda will serve as the interim President and CEO until the PE4life Board of Directors makes a selection for a permanent President and CEO.

Brenda joined PE4life in June of 2001 and has been instrumental in the development and growth of the organization. In her most recent role as Chief Design Officer, Brenda designed various products, services and projects that serve as a blueprint for the organization moving forward.

Brenda has also played a key role in the Kansas City PE4life Metro Project, which is a template for regional growth in other locations in the nation. By the end of 2010, PE4life will have provided personalized introductory workshops and coaching support to over 100 schools in the Kansas City metro area, plus hosted school personnel from 25 metro-area school districts through various PE4life events.

In addition to Brenda’s planned interim role, the staff will be working together to continue to deliver quality PE4life services and support.

Please join me in thanking Anne for her significant contribution to our organization and her commitment to improve the health of children. We wish Anne well in her new ventures.

Thank you, Anne, for your time with PE4life.

Greg Carlson
PE4life Board Chair