



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Schools Identified For Third Round of Adopt-A-School Challenge

(Des Moines, IA – October 17, 2011) – PE4life is pleased to announce the selection of eight (8) more Iowa schools to receive grant awards for professional development and funding support through the Iowa Business Council/PE4life Adopt-A-School Challenge, a statewide program created to enhance the quality of physical education for elementary and secondary students in Iowa schools.

PE4life manages the Iowa Business Council/PE4life Adopt-A-School Challenge and provides the training for educators, administrators and other representatives, while the Iowa Business Council, Hy-Vee, Wellmark, Iowa Health System, Principal Financial Group, and the Healthy Weight Commitment Foundation have taken the lead in providing funding for the program. The overall goal of this partnership is to “adopt” and provide direct training and funding support to 50 different schools statewide over a five-year period.

To date, teams of individuals from 20 different schools from around the state have already been trained during the first two rounds of the program, while teams from the schools chosen for the Third Round will complete their training in November of this year. With six (6) slots available this round, each school (or group of schools) selected to participate receives a grant award valued at \$48,000, of which \$30,000 can be used for equipment and/or technology related purchases to enhance their physical education programming.

As a result of a competitive application process that judged entrants on a variety of criteria, the following schools have been selected to receive hands-on support and funding via the Adopt-A-School Challenge’s Third Round. They are:

- Longfellow Elementary (K-6) – Iowa City, IA
- Sacred Heart School (K-8) – Sioux City, IA
- Spirit Lake Middle School (5-8) – Spirit Lake, IA
- Thomas Jefferson High School (9-12) – Cedar Rapids, IA
- Starry Elementary (K-3) and Vernon Middle School (6-8) – Marion, IA (*joint application*)
- Urbandale Middle School (6-8) and Urbandale High School (9-12) – Urbandale, IA (*joint application*)

Representatives of the above schools, along with other key stakeholders from their respective communities, will receive training on the PE4life Core Principles and approach to physical education; and each school will also receive money to purchase physical education-related technology and/or equipment for the classroom. In addition, PE4life will provide onsite consultation and program support over a two-year period for each school, all while working closely with physical education teachers and administrators to enhance the quality – and quantity – of physical education and physical activity in classrooms throughout the school.

About PE4life®:

PE4life is a regionally focused organization with a national reach. Our mission is to advocate for improved fitness, social behavior, and learning readiness of children by inspiring, empowering, and educating schools and their community partners to be catalysts for change in establishing quality physical education as the foundation of a comprehensive school wellness program. To learn more about PE4life, visit www.pe4life.org.

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