



NEWS RELEASE

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FOR IMMEDIATE RELEASE

First Ten Schools for New Adopt-A-School Challenge Identified

(Des Moines, IA – August 16, 2010) – PE4life is pleased to announce the selection of the first ten schools who will receive physical education 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, a national non-profit organization will manage the Iowa Business Council/PE4life Adopt-A-School Challenge and also provide the training for educators and administrators, while the Iowa Business Council, Hy-Vee, The Wellmark Foundation and Iowa Health System are taking the lead in providing initial 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 the next five years.

As a result of an application process that began last April, the following schools have been selected based on a variety of criteria to be a part of the first ten locations to receive hands-on support via this program. They are:

- Audubon Community Schools (Grades K-12) – Audubon
- Francis Marion Intermediate (Grades 4-5) – Marion
- Grant Wood AEA (K-12 special education) – Cedar Rapids
- Iowa City West High School (Grades 9-12) – Iowa City
- John Cline Elementary/Carrie Lee Elementary (Grades K-4) – Decorah
- Kingsley Elementary (Grades K-5) – Waterloo
- North Polk West Elementary (Grades Pre-K-5) – Polk City
- Van Meter Schools (K-12) – Van Meter
- Williamsburg Jr/Sr High School (Grades 7-12) – Williamsburg
- Wilson Middle School (Grades 6-8) – Council Bluffs

Starting this October, representatives from the above schools, along with other key stakeholders in their respective communities, will receive training on the PE4life principles and approach to physical education; and each school will also receive grant money to purchase physical education-related technology and 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 of physical activity in classrooms throughout the school. The next ten schools (round two) for the Iowa Business Council/PE4life Adopt-A-School Challenge will be selected later this year, with training set to begin in January 2011.

“We all have a vested interest in developing and encouraging a culture of active, healthy lifestyles for elementary and secondary school children throughout Iowa,” said Elliott Smith, executive director of the Iowa Business Council. “This is why the Iowa Business Council, along with Hy-Vee, The Wellmark Foundation and Iowa Health System, have all agreed to help get this program jumpstarted and moving forward. We want to be a catalyst for positive change here in Iowa and feel a good place to start is by addressing the health and education needs of youth statewide.”

About PE4life:

PE4life is a national non-profit organization dedicated to developing a country of active and healthy children and youth by increasing access to quality physical education solutions by engaging them in a fun and interactive way. Headquartered in Kansas City, Missouri, PE4life is strong in advocacy with a step-by-step integration program in place. To learn more about PE4life visit www.pe4life.org.

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