



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Second Round Schools Identified For Adopt-A-School Challenge

(Des Moines, IA – January 6, 2011) – PE4life is pleased to announce the selection of 11 more Iowa schools to 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 non-profit organization, 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 and Iowa Health System have taken the lead in providing initial funding for this 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. To date, teams of individuals from nine different schools have already been trained, while people from the 11 new schools will begin their training later this month.

As a result of an 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 Second Round. They are:

- Pleasant Valley High School – Bettendorf, IA
- Chariton High School – Chariton, IA
- Abraham Lincoln High School – Council Bluffs, IA
- Waterloo West High School – Waterloo, IA
- Alta High School – Alta, IA
- Riverside Middle School – Carson, IA
- Nodland and Joy Elementary Schools – Sioux City, IA (*pending school board approval*)
- Horace Mann Elementary – Ottumwa, IA
- Buford Garner Elementary – North Liberty, IA
- Bergman Academy – Des Moines, IA
- Gilbert Community School District – Gilbert, IA

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 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 Three) for the Iowa Business Council/PE4life Adopt-A-School Challenge will be selected later this spring, with training set to begin in October 2011.

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, MO, PE4life is strong in advocacy and has a step-by-step integration program in-place to help schools enhance their physical education offerings. To learn more about PE4life visit www.pe4life.org.

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