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PRESS RELEASE
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FOR IMMEDIATE RELEASE

Mark Yontz Hired as PE4life Iowa Regional Project Manager

Kansas City, MO – July 16, 2010 – PE4life is pleased to announce that Mark Yontz has been hired to serve in the role of Iowa Regional Project Manager. Mark has nearly 20 years of professional experience, with a particular focus on marketing and communications-related positions in a variety of industries. His substantial knowledge combined with his concern for the health and well-being of children in this country make Mark and this position a seamless fit.

Mark's extensive background includes prior roles as: public relations manager for the Iowa Division of Tourism; executive director of the Bob Feller Museum; public affairs & legislative liaison for State Farm Insurance; and corporate communications and marketing director for Life Care Services, where he also served as the employee wellness coordinator for the company. He's also owned/operated his own consulting practice and was a loaned executive for the United Way of Central Iowa during the 2009 campaign.

PE4life's presence in Iowa continues to expand after an initial federal grant through the Department of Education, as local stakeholders have taken an interest in making the state the healthiest in the country. Through established partnerships with the Iowa Business Council, Hy-Vee Inc., The Wellmark Foundation, Iowa Health System, and other local organizations, PE4life seeks to develop an enriched culture of active, healthy lifestyles in elementary and secondary school children throughout Iowa.

As Iowa Regional Project Manager, Mark's primary responsibility will be fulfilling deliverables for the Iowa Regional Project. This includes analyzing opportunities and strategically implementing within the parameters of PE4life's community build-out template; coordinating activities of the project; and financial accountability for the project.

Mark is a native Iowan, educated at the University of Northern Iowa. His familiarity with the state and his established network of personal and professional connections statewide are sure to prove beneficial as PE4life continues its expansion efforts.

When asked why he wanted to work at PE4life, Mark answered, "Kids, education and healthy living are a winning combination in my mind, especially as a dad who has personally coached dozens of kids in basketball and volleyball over the last few years. So being able to help kids live healthier lives and create lifelong, healthy habits – all while utilizing my professional background and skills – seemed like a good opportunity."

PE4life is excited to have Mark and his expertise on board and is certain he'll help the organization continue to expand their mission of achieving health and wellness for every child, within Iowa and beyond.

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 [.pe4life.org](http://pe4life.org).