

## **PE4life and the Iowa Business Council to host Summit in Des Moines on April 12<sup>th</sup>**

*Over 100 school professionals from across Iowa are registered to attend the event*

(Kansas City, MO) March 30, 2010 – PE4life and the Iowa Business Council have come together to host a free Summit on April 12<sup>th</sup> at Drake University in Des Moines, IA. Over 100 school professionals are expected to attend the event where they'll gain insight into the Adopt-A-School Challenge; learn how to apply for a scholarship; learn about PE4life's Core Principles; attend breakout sessions and visit with top equipment vendors.

The Adopt-A-School Challenge seeks to develop an enriched culture of active, healthy lifestyles in elementary and secondary school children throughout Iowa. The partnership provides selected schools the opportunity to directly enhance their physical education programs through professional development, training and ongoing support, and equipment grants. Event attendees will have the opportunity to apply for an Adopt-A-School Scholarship, which may result in \$45,000 worth of PE4life services, including up to \$10,000 for equipment.

The Wellmark Foundation, Hy-Vee, Iowa Health System, and the Iowa Business Council have committed a total of over \$1.5 million to the Adopt-A-School Challenge effort, and are urging other businesses and institutions around the state to get involved.

Ric Jurgens, Chairman, CEO & President of Hy-Vee and member of the IBC, shares his enthusiasm for the partnership. "The Adopt-A-School Challenge offers an exciting opportunity for unique partnerships between local schools and businesses aimed at improving the health and academic achievement of our most vital resource, the next generation of Iowa youth."

In addition to learning about the Adopt-A-School Challenge, attendees will attend a number of breakout sessions on topics that include: Using Heart Rate Monitors as Assessment & Feedback Tools, Quality Programming on a Shoestring Budget, Integrating Fitness into Your PE Program, and more. Featured speaker and renowned physical education activist, Artie Kamiya, will provide critical background information and tools for helping every physical educator maximize his or her chances to "keep our children first."

Participants will also be given the opportunity to meet with top equipment company representatives as they showcase their products during the Equipment Symposium.

### **About PE4life®:**

PE4life is a national non-profit organization dedicated to promoting wellness through fun and interactive physical activity in school and community settings. Headquartered in Kansas City, Missouri, PE4life is strong in advocacy with a step-by-step implementation program in place. To learn more about PE4life visit [www.pe4life.org](http://www.pe4life.org).

### **About the Iowa Business Council:**

The Iowa Business Council is a nonprofit, nonpartisan, self-funded organization whose 24 members are the top executives of 20 of the largest businesses in the state, the three Regent university presidents, and Iowa's largest banking association. Founded in 1985, the Council's purpose is to focus the personal commitment of its members in active leadership roles on major initiatives that offer opportunity to enhance Iowa's economic vitality and improve the lives of Iowans. Council members identify major economic issues, evaluate options, and assist in implementing solutions through collaborative public/private partnerships. For more information about the IBC and all of their initiatives, visit the [Iowa Business Council website](#).