



Contact: Jason Robinson
816-472-7345
jrobinson@pe4life.org

FOR IMMEDIATE RELEASE

PE4LIFE LAUNCHES PHASE TWO OF MAJOR EXPANSION PROJECT IN KC METRO AREA

Plans to provide services to 40 additional schools over the next three years.

(Kansas City, MO - September 14, 2011) – Last year President Obama declared September National Childhood Obesity Awareness Month. To celebrate and commemorate this recognition, PE4life, a Kansas City-based, regionally-focused nonprofit organization with a national reach, announced plans to launch the second phase of its Kansas City Metro Project, which will provide PE4life program services and equipment grants to an additional 40 schools over the next three school years.

Originally launched in 2007 through the generous support of the Health Care Foundation of Greater Kansas City, Blue Cross Blue Shield of Kansas City, Menorah Legacy Foundation, and Bank of America, the KC Metro Project expanded PE4life's reach to a total of one hundred schools throughout the metropolitan area. The metro-wide efforts ultimately included rural, suburban, charter, and private schools, as well as community centers. Recently, however, PE4life's focus has been on supporting school districts located in Kansas City's urban core through the project's Urban Core Initiative. To date, PE4life has provided services to more than 70 urban core schools in the metro averaging over 80 percent free and reduced lunch rates.

PE4life believes that all school children deserve the benefits of a quality physical education program as part of their overall education. PE4life's program services are designed to educate, empower, and inspire school-based teams to develop quality PE and physical activity opportunities for youth, and to view wellness as a critical component of the educational process.

PE4life will begin soliciting applications this fall from schools interested in receiving its services (at no cost to the school), and will select up to 10 schools from across the metro to participate in the KC Metro Project. Once selected, each school will receive a service package that includes a 2-day PE4life Implementation Workshop, ongoing coaching and support, and professional development, and up to \$10,000 to purchase PE equipment.

PE4life is excited to continue its work in the city where it is headquartered. Brent Akright, president & CEO of PE4life, had this to say about the project: "While we are always pleased to work with schools and communities across the country in inspiring them to improve the quality of their physical education programs, it is especially gratifying to do so in our own hometown. It is our hope that our work will help today's children and youth become physically educated for life, and adapt wellness habits that they will carry into adulthood, enabling them to be healthier and more productive members of our community."

PE4life's goals for the schools they work with are to: increase physical education professionals' awareness of and access to current physical education best practices and resources; work with schools to increase quality PE and physical activity opportunities for students; encourage schools to establish or expand community partnerships that enhance physical activity and wellness opportunities for students, and that provide support for programming; increase awareness among all school personnel and community stakeholders of the benefits of physical activity and quality physical education programs; and help effect positive school wellness policy changes at the local, state, and national levels.

Seed funding for Phase Two of the KC Metro Project has been provided by the Healthy Weight Commitment Foundation, and supported by Bank of America, as trustee of the John W. and Effie E. Speas Memorial Trust. This initial funding will allow the first seven schools in Phase Two to begin receiving services this fall. PE4life is actively seeking additional funding partners to support this initiative. To help improve the wellness of children across the Kansas City metro area through this important and worthy project, please contact Jason Robinson, PE4life's Development Director, at jrobinson@pe4life.org.



Contact: Jason Robinson
816-472-7345
jrobinson@pe4life.org

About PE4life®:

PE4life is a regionally focused organization with a national reach. Their 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.