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PRESS RELEASE  
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**FOR IMMEDIATE RELEASE**

**Sherry Lloyd Promoted to Northwest Arkansas Regional Project Manager**

Kansas City, MO – June 25, 2010 – We’re pleased to announce that Sherry Lloyd has been promoted to the position of Northwest Arkansas Regional Project Manager. Sherry has been a vital asset to the PE4life team, serving as Community Outreach Manager since 2009. She has played a significant role in the expansion of PE4life into the Northwest Arkansas and Mississippi communities and we know she will continue to exceed expectations in her new role.

PE4life has been building a presence in Northwest Arkansas since the establishment of a PE4life Training Center within the Rogers Activity Center and Rogers School District in 2007. The current mission of PE4life Arkansas is to serve schools and communities in Arkansas and Mississippi through professional development. Professional Development attendees include physical education teachers, education and community leaders, corporation health and wellness champions, and parent advocates.

Sherry has a long list of accomplishments. Most recently, she played an important role in helping PE4life receive a \$177,000 School Based Fitness grant from Care Foundation, Inc. The focus of this grant is to integrate PE4life’s Core Principles in K-12 programs that can serve as models for school districts across the state of Arkansas.

In her new role as Northwest Arkansas Regional Project Manager, Sherry’s primary responsibility will be to fulfill deliverables for the Arkansas and Mississippi Regional Projects. 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.

Among Sherry’s greatest strengths are networking and building relationships with various members of the communities PE4life serves. As Project Manager, Sherry will continue to foster relationships with key stakeholders and funders in the area, as well as build upon already existent relationships.

We couldn’t be more excited to have Sherry in this new role. Congratulations, Sherry!

**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, Contact: Shanna Goodman, PE4life 816-472-7345 Missouri, PE4life is strong in advocacy with a step-by-step integration program in place. To learn more about PE4life visit [www.pe4life.org](http://www.pe4life.org). To learn more about PE4life’s efforts in Arkansas visit [arkansas.pe4life.org](http://arkansas.pe4life.org).