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**FOR IMMEDIATE RELEASE**

## **Metro Area Schools to Receive PE4life Support**

*(Kansas City, MO – January 12, 2012)* – PE4life is pleased to announce the selection of the first seven Kansas City area schools to participate in the second phase of PE4life’s Kansas City Metro Project, which will provide training, professional development, and funding support to 40 metro schools over the next three school years. Seed funding for this initiative 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.

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, PE4life’s 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. For the past three years, PE4life’s local focus has been on supporting six school districts located in Kansas City’s urban core through the project’s Urban Core Initiative. Through this initiative, PE4life provided services to more than 70 urban core schools in the metro, ultimately reaching nearly 40,000 of Kansas City’s children and youth.

As a result of a competitive application process that considered a variety of criteria, the following schools have been selected to receive hands-on support and funding via the second phase of the KC Metro Project:

- Center High School (9-12), Kansas City, MO – Center School District
- Christa McAuliffe Elementary (K-6), Lenexa, KS – Shawnee Mission School District
- Frontier School of Innovation (K-8), Kansas City, MO –Missouri Charter Public School Association
- Holy Cross School (K-8), Kansas City, MO – The Catholic Diocese of Kansas City - St. Joseph
- University Academy (K-12), Kansas City, MO –Missouri Charter Public School Association
- Pathway Academy (K-6), Kansas City, MO –Missouri Charter Public School Association
- Woodland Elementary (PK-5), Olathe, KS – Olathe Public Schools USD 233

Representatives of the above schools will attend a two-day PE4life Implementation Workshop, which will focus on the development of a Comprehensive School Physical Activity Program and the integration of the PE4life Core Principles. Each school will receive funds to purchase physical education-related technology and equipment to enhance student learning, based on the action plan they develop during the workshop. In addition, PE4life will provide ongoing coaching and support to each school, working closely with their physical education teachers and administrators to increase the quality and quantity of physical education, as well as physical activity opportunities throughout the school. Together, these efforts will help each of the schools instill a culture of wellness designed to help students embrace physical activity, which research has shown leads to improved fitness, social behavior, and learning readiness.

### **About PE4life®:**

PE4life is a regionally focused organization with a national reach, and a vision that all children embrace wellness for life. Our 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](http://www.pe4life.org).

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