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FOR IMMEDIATE RELEASE

Northwest Arkansas Schools to Receive PE4life Support

(Kansas City, MO – January 31, 2012) – PE4life is pleased to announce the selection of five additional schools to receive grant awards for professional development, through funding provided by The Care Foundation.

Over the past two years, funding provided by The Care Foundation has allowed PE4life to train 10 school based teams of individuals from 12 different schools from around the northwest Arkansas region, while teams from the five schools chosen for this round will complete their training in the spring. The initial focus of the Northwest Arkansas Initiative was at the middle school level, however, PE4life is expanding its reach to include elementary and high schools, with four of the five newly-selected schools being at the elementary level. Dependent upon additional funding, PE4life will provide program support to an additional five schools in the northwest Arkansas region during the 2012-2013 school year.

Angela Coats, principal from Hellstern Middle School in Springdale, AR reported positive outcomes from working with PE4life, saying “the impact PE4life has made on our student achievement is incredible! After one year of implementation, we noticed a significant decrease in student’s missing assignments, failing grades, and discipline referrals, and our Benchmark scores continue to increase each year. PE4life has made our school a better place in so many positive ways.”

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 Northwest Arkansas Initiative:

- Asbell Elementary School (K-5), Fayetteville, AR – Fayetteville Public Schools
- Cooper Elementary School (K-4), Bella Vista, AR – Bentonville Public Schools
- Jones Elementary School (K-5), Springdale, AR – Springdale Public Schools
- Southwest Junior High School (8-9), Springdale, AR – Springdale Public Schools
- Walker Elementary School (K-5), Springdale, AR – Springdale Public Schools

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 which includes a focus on physical education, physical activity during, before and after school and staff, family and community involvement in physical activity. Each school will receive funds to purchase physical education-related technology and equipment to enhance student learning that supports each school’s action plan that was developed 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.

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