



The President's Challenge
Physical Activity and Fitness Awards Program
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800.258.8146 • www.presidentschallenge.org • preschal@indiana.edu

Dear Educator,

Thanks to a unique partnership between the President's Challenge and General Mills Community Action we are excited to offer you this special opportunity. As part of this collaborative effort, you may be eligible to receive **free** Presidential Active Lifestyle Award (PALA) emblems and certificates for eligible students at your school.

As you know, the ever-increasing rate of physical inactivity and poor nutrition habits are negatively affecting our nation's young people. Schools serve an important role in reversing this trend.

Through the General Mills Champions for Healthy Kids program, General Mills Community Action is giving you a jump start in your efforts. They will provide free presidential recognition to eligible low socioeconomic status schools (up to 25,000 students) and the President's Challenge will list the school on our website, www.presidentschallenge.org as a "General Mills Challenge School." Students must meet the requirements for the PALA in order to be eligible. That simply means being active 60 minutes throughout the day, five days a week for a period of six weeks. All activity counts!!

AND, if 35% of the student population earns the PALA award two or more times during the school year you will automatically earn the distinction of becoming a President's Challenge Active Lifestyle Model School. A Certificate of Recognition, special Model School patches and certificates, and a listing on the President's Challenge website are just some of the additional ways you will be acknowledged for this accomplishment.

If you are a low socioeconomic status school, once your students meet the requirements, simply fill out the attached application form and send to the President's Challenge office. It's that easy!

Let us help you be a winner in physical activity, fitness, and health and give you well-deserved recognition for your efforts!

Sincerely,

Michael S. Willett
Director
The President's Challenge

Chris Shea
President
General Mills Foundation

