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### WHITE HOUSE ANNOUNCES NEW FITNESS INITIATIVE

On Thursday, June 20 President Bush announced details of the new White House fitness agenda. This new campaign titled A Healthier US is based on a very simple formula: Every little bit counts. This new campaign is broken down into four parts in order to achieve this goal. Be physically active each day, eat a nutritious diet, get preventative screenings, and make healthy choices were all part of the message delivered at the fitness expo on the White House lawn this day. You can find out more about this new initiative on the website at <http://www.healthierus.gov> or more on the activities at the White House at <http://www.whitehouse.gov/infocus/fitness/>.

### PRESIDENT BUSH APPOINTS NEW COUNCIL MEMBERS

New President's Council members were also announced at the White House Fitness Expo on June 20. These new members are charged with the duty of delivering the message of a Healthier US to all Americans. Leading the way will be Lynn Swann, Chairman of the PCPFS, and Dorothy "Dot" Richardson, M.D., Vice-Chair of the PCPFS. For more information and a complete list of the new council members visit [http://www.fitness.gov/new\\_council\\_member\\_release.html](http://www.fitness.gov/new_council_member_release.html).

### NEW CHALLENGE OVERVIEW BROCHURE

With the addition of the Active Lifestyle program last year and the exciting changes for next year, the President's Challenge now offers a free brochure that gives a brief overview of everything that we have to available. The brochure is entitled "Physical Activity and Fitness for You: The President's Challenge" and can be downloaded from our website at <http://www.indiana.edu/~preschal/brochures/pcoverview.pdf> (Adobe Acrobat Reader required to view) or you can view all of the information that we have to offer on our website at [http://www.indiana.edu/~preschal/orders/request\\_info.shtml](http://www.indiana.edu/~preschal/orders/request_info.shtml).

### SCHOOL RECOGNITION PROGRAMS

Beginning this fall, the President's Council and the President's Challenge will begin offering three ways that schools can be recognized. Look for more information on all of these programs in our brochure coming in August as well as on our website!

1. The Physical Fitness State Champion Program is our long-standing way of recognizing schools that have achieved the highest percentage of Presidential Physical Fitness Award winners in their state. Winning schools receive a certificate of recognition for their school, a certificate for each Presidential Award winner, and beginning with the 2002-2003 winners we will provide State Champion embroidered "rockers" to be placed under the round embroidered Presidential patch of each winner.
2. The new Physical Activity Model School Program will recognize any school that has 35%, or more, of their school enrollment earn the Presidential Active Lifestyle Award (PALA) two times or more during the

year. Schools that qualify will receive a school certificate, a certificate for each PALA Award winner, and will receive Model School embroidered "rockers" to be placed under the square embroidered PALA patch of each winner.

3. The updated Physical Activity and Fitness Demonstration Center program will recognize schools that provide a clear emphasis on physical activity and fitness in their physical education program. Schools will apply to their state coordinator in order to be recognized and are willing to share their program with other interested parties. These schools will receive a banner for their school and a certificate of recognition.

#### STATE CHAMP ENTRY DEADLINE

The July 1 deadline for the Physical Fitness State Champion Program Entry forms is fast approaching. If you wish to be considered as a State Champion for your state please make sure to have your entry postmarked by Monday, July 1. In order to avoid delays or confusion also make sure to fill out the entry form completely and include a list of all Presidential Physical Fitness Award winners at your school. As always, we encourage all schools to enter this free program! For more information visit <http://www.indiana.edu/~preschal/ppfa/statechamp/statechamp.shtml>.

Entering the State Champion Program is now easier than ever using FitnessTracker, the official software of the President's Challenge. Using this software you can easily print out your entry into the Physical Fitness State Champion Program, which includes a complete list of your Presidential Physical Fitness Award winners. For more information visit <http://www.msfitnesstracker.com>.

#### CDC LAUNCHES YOUTH FITNESS WEBSITE

The Center for Disease Control (<http://www.cdc.gov>) has launched a new website for youth called BAM! Body and Mind. This new site features fun and exciting activities for kids and teaches them all about physical activity and fitness, as well as nutrition and self-confidence. For more information visit the BAM! website at <http://www.bam.gov/>.

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#### EXHIBITING THE PRESIDENT'S CHALLENGE:

National Council of La Raza  
<http://www.nclr.org>  
Miami, FL  
July 19-23

National Recreation and Park Association  
<http://www.nrpa.org>  
Tampa, FL  
October 16-19

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#### FEEDBACK

We would love to hear from you. If you have any topics that you would like to see addressed in fitnessisfun or any comments on this list please let us know. You can provide them by emailing us at [preschal@indiana.edu](mailto:preschal@indiana.edu)

You can view past issues of fitnessisfun on our website at <http://www.indiana.edu/~preschal/resource/fitnessisfun/fitnessisfun.shtml>

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