



# The President's Challenge

## PHYSICAL ACTIVITY & FITNESS AWARDS PROGRAM

Find out how students, families, friends, and YOU can be active, have fun, and earn rewards—every day!



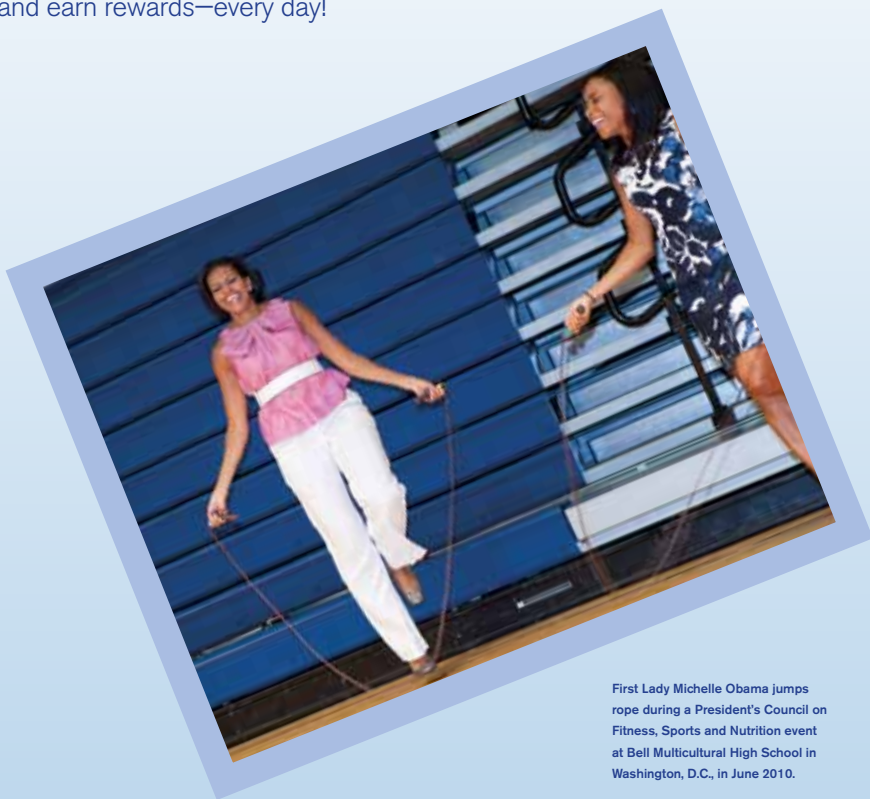
Have fun.



Get moving.



Earn awards.



First Lady Michelle Obama jumps rope during a President's Council on Fitness, Sports and Nutrition event at Bell Multicultural High School in Washington, D.C., in June 2010.

(Official White House Photo by Samantha Appleton)

Through her Let's Move! initiative to combat childhood obesity, First Lady Michelle Obama set a goal to double the number of youth who earn their Presidential Active Lifestyle Award (PALA) by the end of the 2010-2011 school year. Recognizing the important role adults play in helping youth be active, the President's Council on Fitness, Sports and Nutrition expanded upon that goal and launched the Million PALA Challenge, encouraging one million Americans to sign up for and achieve the PALA by September 2011.

Get moving and be counted with the First Lady and the President's Council. Jumpstart your healthy PALA lifestyle today! Turn the page to find out how.

The President's Challenge is a program of the President's Council on Fitness, Sports and Nutrition, U.S. Department of Health and Human Services, [www.fitness.gov](http://www.fitness.gov).

[www.presidentschallenge.org](http://www.presidentschallenge.org)



Have fun.

Choose from 100+ activities.  
Fun for one, and fun for all!

Young, old, and in-between, everyone from students to grandparents can take the Million PALA Challenge. The goal of the Presidential Active Lifestyle Award (PALA) is to encourage all Americans to adopt a healthy, active lifestyle. Participants can choose the activities they enjoy from more than 100 options, keep track of their progress, and be recognized for achieving their goals. All it takes to earn an award is 60 minutes of activity a day for youth (30 minutes for adults 18 and older), 5 days a week, for 6 weeks. PALA can be adapted to existing programs, or you can plan a 6-week program at your school with an award celebration at the end.

Visit [www.presidentschallenge.org](http://www.presidentschallenge.org) to sign up for the Million PALA Challenge and find additional tools and resources to help you track participation and communicate with participants along the way.



President's Council Co-Chair  
Dominique Dawes at the Council  
Meeting Youth Session in Washington,  
D.C., in September 2010.





## Get moving.

Every day. Anywhere.

Promote PALA in your school, at work, and throughout your community and build a team of active friends to keep you motivated. You can get fit and have fun together, any time, any place. Provide opportunities to keep kids moving in school at recess, during physical education classes, and during breaks. Suggest activities that kids and adults can do together after school and on weekends, at home or in public parks and recreation facilities. As a partner of the President's Challenge, the General Mills Foundation's Box Tops for Education (BTFE) program is sponsoring Family Fitness Nights. BTFE schools can sign up to host a Family Fitness Night and receive free PALA certificates and other giveaways to encourage physical activity among participants. The National Recreation and Park Association, Boys and Girls Clubs of America, and the Y are also partnering with us to help us meet our goal.

You too can join as a partner in this challenge to get more people moving! Your organization can become a President's Challenge Advocate by promoting PALA. To learn more about partnering with the President's Challenge, contact [PALA@hhs.gov](mailto:PALA@hhs.gov).



### Check out our new website.

A fresh look, better tracking tools, and fantastic fitness resources.

[www.presidentschallenge.org](http://www.presidentschallenge.org)

## Take your school's health and fitness program to the next level. Become a Demonstration Center.

Selected for renewable three-year terms, Demonstration Center schools can be any elementary or secondary school that:

- Encourages health appraisals for all students
- Develops programs to help sedentary students increase their daily physical activity
- Monitors student progress annually and provides motivational tools
- Offers students opportunities to take part in the President's Challenge
- Provides regular physical education
- Promotes its physical education program (through take-home materials, newspaper articles, etc.)
- Arranges visits so others can observe the program in action

It's easy to apply to become a Demonstration Center. Simply visit [www.presidentschallenge.org](http://www.presidentschallenge.org) and click on "Celebrate Your Achievements" to contact the coordinator for your state.





## Earn awards.

Motivate and encourage kids to get moving and stay active for life.

For half a century, the President's Challenge has been encouraging kids to exercise and be active through its school-administered youth fitness testing program. Participation in the Million PALA Challenge complements your fitness testing, no matter what program you use. Throughout your 6-week PALA promotion, you can encourage regular participation in activities that promote aerobic fitness, muscular strength and endurance, and flexibility, and help students prepare for excellence on their fitness tests.

Visit [www.presidentschallenge.org](http://www.presidentschallenge.org) to find out how you can incorporate the PALA and fitness testing at your school.



President's Council members Carl Edwards (above left) and Grant Hill (above right) interact with children at the Council Meeting Youth Session in Washington, D.C., in September 2010.



Visit [www.presidentschallenge.org](http://www.presidentschallenge.org) and start your active lifestyle today!