

To: Parents
From: School Administration
Subject: Step With It!™ Program

Step With It!™ is an awareness and participation program that focuses on the health benefits of *stepping* – a low-impact form of physical activity that is already an integral part of each day. The Step With It!™ program is designed to increase awareness of the importance of physical activity and help our children lead a healthy and active lifestyle. Plus, it's easy, fun and everyone can do it!

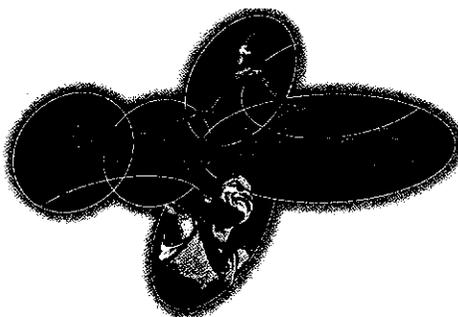
Across the country, we are seeing physical inactivity among children and teens approaching crisis levels. More and more students report that they spend much of their non-school time watching television, surfing the web and playing video games rather than engaging in sports or other activities that get them up and moving. According to the National Association for Sport and Physical Education (NASPE), the nation's leading organization of physical education professionals, "physical activity improves self-confidence, supports academic achievement, reduces the risk of depression and increases self-discipline."

We are pleased to announce that **Step With It!™** will take place in your child's school this month. **Step With It!™** has been developed by Coca-Cola in partnership with the National Association of Sport and Physical Education and The President's Challenge Physical Activity and Fitness Awards Program, a program of the President's Council on Physical Fitness and Sports. Students will be asked to monitor the steps they take each day by using a personal Stepometer™ – an individual measurement tool to track their daily stepping activity. The program includes fun and interesting step facts, a chance to receive a certificate of achievement and a Stepometer™ that each student gets to keep. Since its launch, **Step With It!™** has reached more than 225,000 students and has received rave reviews from teachers, parents and students.

Also, every child can earn the Presidential Active Lifestyle Award (PALA) from The President's Challenge. Girls who achieve 11,000 steps a day and boys who achieve 13,000 steps a day, 5 days a week, for 6 weeks, qualify for this award. Step with your kids, as you too can qualify for the PALA. For more information, please go to www.presidentschallenge.org.

We encourage you to support your child with the program both at school and at home.

Thank you, in advance, for your support.



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