**Take Your Parent to PE Week Talking Points**

**What**:

* Take Your Parent to PE Week is a fun, immersive way to introduce parents to the physical education program and teachers at their child’s school.
* The weeklong campaign encourages parents to engage with PE throughout the year and encourage families to be physically active together at home and in the community.

**Why**:

* Schools are responsible for a lot – making sure kids are challenged academically, supported emotionally and engaged physically in a safe, nurturing environment.
* Studies show the link between movement and improved brain function, but when competing priorities come into play, it is often the physical aspect of education that gets deprioritized.
* Active kids do better. Daily activity is crucial for kids’ healthy physical, social and emotional, and academic development.
* Physical activity helps K-12 students feel better, work together as a team, reduce anxiety and maintain focus in the classroom.

**When**:

* Take Your Parent to PE Week is the last week of September every year and will take place Sept. 23-27 this year.

**How**:

* Take advantage of this unique opportunity to share your passion for physical activity and motivate families to move!
* Check out our toolkits for [parents](http://activeschoolsus.org/pe-week/parent-toolkit) and [schools](http://activeschoolsus.org/pe-week/school-toolkit) for everything you need to get involved.
* Be sure to tag @ActiveSchoolsUS and #ParentsLovePE to share the fun!

**About Active Schools**

* The Active Schools movement is made up of parents, educators and health- and activity-focused organizations from Fortune 500 companies to small nonprofits.
* Together, they help K-12 schools provide exceptional and equitable physical activity programming for their students.
* Active Schools gives schools access to resources like training programs and grants. Those resources help schools enrich their PE and classroom curricula, as well as other before- and after-school programs.
* As champions for daily school-based physical activity, Active Schools helps parents, educators and decision-makers improve academic outcomes and inspire lifelong healthy habits, ultimately aiming to revolutionize how schools incorporate activity into student learning.