**MEDIA ADVISORY:** **[SCHOOL NAME] TO HOST TAKE YOUR PARENT TO PE WEEK**

*[CITY] School Invites Parents to Join Kids in PE Class and Demonstrate Value of Physical Learning*

CONTACT NAME

CONTACT PHONE

CONTACT EMAIL

**WHO**: [SCHOOL NAME] in [CITY] is participating in [Active Schools](http://www.activeschoolsus.org)’ third Annual [Take Your Parent to PE Week](https://www.activeschoolsus.org/pe-week) on [DATE], where parents will be welcomed to join their child in PE class.

**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, national campaign encourages parents to engage with PE throughout the year and encourages families to be physically active together at home and in the community.

**WHERE**: [SCHOOL NAME], [SPECIFIC AREA SUCH AS GYMNASIUM OR OUTDOOR FIELD], [ADDRESS]

**WHEN**: [TIME WINDOW FOR APPROVED MEDIA ATTENDANCE]

**WHY**: [SCHOOL NAME] values physical learning and it’s vital role in the overall development of students. Physical education helps students feel better, work together as a team, reduce anxiety, maintain focus in the classroom and develop lifelong healthy habits.

**VISUALS**: Parents and students engaging in fun physical activities such as [PLANNED ACTIVITIES]