**[SCHOOL NAME] HOSTS TAKE YOUR PARENT TO PE WEEK**

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

CONTACT NAME

CONTACT PHONE

CONTACT EMAIL

CITY, STATE, DATE – [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 physical education class.

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.

*SAMPLE QUOTE FOR PRINCIPAL OR DISTRICT REP, ADJUST TO REFLECT VOICE AND SENTIMENT-* “At [SCHOOL NAME] we know that physical learning plays a vital role in the overall development of our students,” said [NAME, TITLE]. “Daily activity is crucial for kids’ healthy physical, social and emotional, and academic development. We are proud to give it the attention it deserves in our curriculum.”

[SCHOOL NAME]’s physical education program is led by [PE TEACHER NAME], who is excited to welcome his/her/their students’ parents to class and demonstrate the day-to-day physical learning he/she/they provides.

*SAMPLE QUOTE FOR PE TEACHER, ADJUST TO REFLECT VOICE AND SENTIMENT* - “Our school is very engaged with parents, but generally it’s the classroom teachers and counselors who get all the facetime when it comes time for conferences and open house,” said [PE TEACHER NAME]. “I’m excited to show off my curriculum! A lot has changed for the better since many parents have been to PE class, and I look forward to showing that.”

Participating parents will attend class and participate in activities such as [ACTIVITES].

*DO NOT ADJUST THIS QUOTE -* “We’re thrilled to see so many schools participating in Take Your Parent to PE Week! Active Schools developed this campaign three years ago because we know that active kids do better and we want to shine a spotlight on how physical activity is being taught in schools across the country,” said Active Schools Executive Director Charlene Burgeson. “Physical education helps students feel better, work together as a team, reduce anxiety, maintain focus in the classroom and develop lifelong healthy habits.”

Take Your Parent to PE is the signature campaign of [Active Schools](https://www.activeschoolsus.org/), a collective impact movement that brings together health- and activity- focused organizations from Fortune 500 companies to small nonprofits. Together with these partners, Active Schools gives schools access to resources like programs, trainings and grants to help enrich PE and classroom curricula, as well as other before- and after-school programs, with the 60 minutes of physical activity all students need every day. 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.

To learn more, visit [www.activeschoolus.org/pe-week](http://www.activeschoolus.org/pe-week)