

The President's Challenge Advocate Program

The President's Council on Fitness, Sports and Nutrition and *Let's Move!*

In February 2010, First Lady Michelle Obama launched the *Let's Move!* initiative to galvanize Americans in the fight to end childhood obesity within a generation. The President's Council on Fitness, Sports & Nutrition proudly supports the *Let's Move!* goals for better nutrition and increased physical activity opportunities, and we are asking our partners to join us by promoting our Presidential Active Lifestyle Award (PALA) which gets Americans moving and collectively addressing physical activity in the equation to fight obesity.

The Presidential Active Lifestyle Award and the Million PALA Challenge

The Presidential Active Lifestyle Award (PALA) recognizes individuals who complete – and report – their recommended daily physical activity for six weeks, five days a week (60 minutes for youth, at least 30 minutes for adults). *Let's Move!* and the Childhood Obesity Task Force Report both call for more Americans to achieve PALA, and in response the President's Council is challenging organizations to help us reach **one million** Americans who track and complete their six weeks of daily physical activity. Americans of all ages, abilities, and interests can join the challenge, getting healthy through daily walks, sports, gardening, play, and any other physical activity indoors or outside. Getting 30-60 minutes of exercise each day is important for all of us, and in recognition, everyone who logs six weeks of activity (online or paper-based activity log) can receive a commemorative Presidential Active Lifestyle Award certificate.

Partnering with the President's Challenge: Promote PALA to Your Audiences

We are thrilled to have your organization join our challenge and get more people moving! PALA is an award within the "President's Challenge" umbrella of physical activity and fitness programs, and organizations who partner with the President's Challenge may be eligible to use the President's Challenge seal in marketing and promotional efforts in getting more people active through PALA.



Step One: Apply

- Apply to become a President's Challenge Advocate online at www.millionpalachallenge.org
- Be specific about your commitment to helping people achieve PALA – what kind of marketing can you offer, what audiences do you reach, can you directly influence a certain number of youth/adults to achieve PALA and earn a certificate?
- Once approved help us highlight your organization's programs on www.millionpalachallenge.org

Step Two: Promote

- Create an online group ID if you want to track PALA achievers to your organization.
- Or determine if you want to collect PALA activity logs manually (just note six weeks of daily activities during an 8 week period, see reverse side) and report them.
- Start the program with your members and in your marketing outreach.
- Consider rewards systems to motivate chapters and affiliates, send reminders about the benefits of daily physical activity, or create a social network.



Move It. Log It. Earn It.

Join the Million PALA Challenge



Learn More @ www.millionpalachallenge.org