



PRESIDENT'S COUNCIL ON FITNESS, SPORTS & NUTRITION

April 11, 2012

Dear Physical Educators:

On May 2nd, as part of the celebration of National Physical Fitness and Sports Month, millions of children, parents, and teachers from more than 50 countries will join together to participate in Project ACES (All Children Exercise Simultaneously) Day. This event, known as "the world's largest exercise class," is held each year on the first Wednesday in May at 10:00 a.m. local time.

As executive director of the President's Council on Fitness, Sport & Nutrition (PCFSN), I am inspired by the commitment shown by the participants from around the world who come together to promote the importance of being physically active and making healthy choices in improving health and well-being. The President's Council is proud to be working closely with First Lady Michelle Obama on her *Lets Move!* campaign to solve the epidemic of childhood obesity within a generation. Project ACES Day is a great example of how we can get youth moving to help fight this growing health risk.

After participating in Project ACES, kids can now encourage their families to be active with them by participating in the 5th annual PACES Day on Saturday, May 5, 2012. PACES ("Parents and Children Exercise Simultaneously") is an annual event held on the Saturday following Project ACES Day, and is a great way to encourage family fitness.

As a physical educator, you have the opportunity to serve as a role model for your students by emphasizing the importance of participating in these beneficial events. When our youth see the adults around them being physically active they are more likely to develop these healthy habits themselves. By learning at an early age that being physically active can be fun kids will carry these stepping stones to fitness with them as they grow into happier, healthier adults.

In September 2011, the President's Council, in conjunction with *Let's Move!*, launched the first President's Challenge award program that includes nutrition, called PALA+ (Presidential Active Lifestyle Award: activity + nutrition). Project ACES Day and PACES Day can both be great starting points for participating in the PALA+ challenge. I encourage you to learn more about the program at www.presidentschallenge.org and have your students and their families sign up and earn their PALA+!

Sincerely,

Shellie Pfohl, M.S.
Executive Director