

FIT KIDS ACT MARCH EVENT ON CAPITOL HILL WASHINGTON, DC

EVENT TIMELINE

Event Summary

The American Heart Association is taking a leadership role to help reduce the prevalence of obesity among Americans through strong federal and state public policies aimed at increasing physical activity and improving nutrition standards to reduce the risks for heart disease and stroke. The association strongly supports the Fitness Integrated with Teaching (FIT) Act, legislation introduced in 2007 by Representatives Ron Kind (D-WI), Zach Wamp (R-TN), Jay Inslee (D-WA), and Senator Tom Harkin (D-IA) that would amend the No Child Left Behind Act to make physical education a priority in schools. If enacted, the FIT Kids Act would require all schools, districts and states to include the quantity and quality of PE in the “report cards” currently sent to parents. It would also ensure that children get the support they need to be active and make healthy food choices.

On March 19, 2009 at 11:00 a.m., the American Heart Association and the FIT Kids Act lead sponsors will host an event on the west lawn of the U.S. Capitol in Washington, DC to address the childhood obesity epidemic and build support for the bill (an alternate rain location is TBD). Local public school children (4th – 6th graders) will be invited to participate in a physical activity challenge with the NFL players and Congressional members and staff.

Timeline

10:00 – 10:45 a.m. – Local school children arrive (warm up for kids)

Local school children will arrive on-site and will get dressed in their NFL Play 60 t-shirts. They will participate in a “Jamming Minute” warm-up activity with AHA staffers to explain their role and to get them pumped and ready for the event.

10:45 – 11:00 a.m. - Jump rope demo team (opener)

As an opener for the event, the HT High Flyers, an energetic youth jump rope team from Pennsylvania, will entertain the audience with a jump rope demonstration until the Members and NFL players arrive at 11:00 a.m. The HT High Flyers are currently gearing up for regional qualifying competition for USA Jump Rope Nationals and AAU Junior Olympics

11:00 – 11:15 a.m. – Lead bill sponsors and AHA and NASPE spokespersons remarks

To kick off the event, at 11:00 a.m. the lead sponsors and spokespersons will briefly speak to the audience about the FIT Kids Act, the childhood obesity epidemic and why quality physical education should be a priority in schools.

11:15 – 11:30 a.m. - NFL and obesity spokesperson remarks

At 11:15 a.m., the NFL players and obesity spokesperson will provide motivational remarks (5-10 minutes) and engage the audience in warm-up exercises and a challenge to join them in 30 minutes of physical activity on-site (and a homework commitment for students to spend 30 minutes of activity at home). Immediately following, there will be a few minutes designated for media Q & A.

11:30 a.m. – noon - Physical activity challenge

Starting at 11:30 a.m. local school children on-site will participate in 5-8 physical activity stations that will be set up on the west lawn grounds for 30 minutes. NFL players, lead sponsors, spokespersons and congressional members and staffers will be encouraged to participate with the children in exercises and rotate to a different activity every few minutes. Fitness activities are TBD, but could include jump rope, football toss, sit ups, etc. The NFL will develop the plan for the activities and provide equipment if needed.

**** NFL Spokespersons:** *The NFL athletes would commit to participating in an event with local school children and members of Congress and congressional staff from 11:00 a.m. to noon on the U.S. Capitol*

grounds on March 19, 2009. As time permits, they would also agree to participate in possible media interviews, photo opportunities and meetings with Congressional members that the association would schedule.