

Active Schools

Active Classrooms Week ► Template Media Advisory

[SCHOOL NAME] JOINS ACTIVE CLASSROOMS WEEK

[CITY] School Participates to Demonstrate Value of Classroom Physical Activity

CONTACT NAME

CONTACT PHONE

CONTACT EMAIL

WHO: [SCHOOL NAME] in [CITY] is participating in [Active Schools' Active Classrooms Week](#) to shine a spotlight on teachers and schools who incorporate physical activity into classroom learning.

WHAT: Educators across the country are encouraged to participate in Active Classrooms Week by showcasing ways they integrate physical activity into their classrooms and highlighting the positive impact movement has on students. Teachers who don't generally incorporate movement into classroom learning are encouraged to give it a try.

Classroom teachers are encouraged to share their passion for physical activity breaks and motivate their peers to get kids moving by sharing photos, videos, testimonials, ideas or best practices that show the impact movement has on students using the hashtag #ThisIsYourBrainOnMovement

WHERE: [SCHOOL NAME], [ROOM], [ADDRESS]

WHEN: [TIME WINDOW FOR APPROVED MEDIA ATTENDANCE]

WHY: [SCHOOL NAME] values classroom physical activity and the role it plays in student learning. Physical activity breaks help students feel better, work together as a team, reduce anxiety and maintain focus

VISUALS: Students in [TEACHER NAME] [SUBJECT] class taking movement breaks while simultaneously learning academic concepts. Interview opportunities available for approved students.

To learn more, visit www.activeschoolsus.org/active-classrooms-week

