

Active Schools

Active Classrooms Week ► Template Press Release

[SCHOOL NAME] JOINS ACTIVE CLASSROOMS WEEK

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

CONTACT NAME
CONTACT PHONE
CONTACT EMAIL

CITY, STATE, DATE – [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 student learning.

From December 9-13, 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 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

SAMPLE QUOTE FOR PRINCIPAL OR DISTRICT REP, ADJUST TO REFLECT VOICE AND SENTIMENT - "At [SCHOOL NAME] we know that active kids learn better," said [NAME, TITLE]. "If a child is sitting too long, they are missing out on vital movements that could help them learn. Our teachers work to incorporate movement breaks into classroom learning because we see what a difference it makes."

[SCHOOL NAME]'s [SUBJECT] teacher [TEACHER NAME], is excited to show how he/she/they incorporates physical activity into his/her/their classroom and the positive impact it has on his/her/their students.

SAMPLE QUOTE FOR CLASSROOM TEACHER, ADJUST TO REFLECT VOICE AND SENTIMENT "I see firsthand that physical activity breaks help my students feel better, work together as a team, reduce anxiety and maintain focus," said [TEACHER NAME]. "I'm excited to share how I incorporate movement into my room and show my peers that they can contribute to their students' need for physical activity while simultaneously teaching and reinforcing academic concepts."

DO NOT ADJUST THIS QUOTE - "Active Schools and their collective impact partners work year-round to encourage and support schools across the country in creating active classroom environments. We developed this campaign because we want to show how active classroom environments impact student learning," said Active Schools Executive Director Charlene Burgeson. "There are already active classrooms in schools across the county and this is their week to shine! If an educator is looking to start incorporating more movement into their classroom, we'll be providing a no-cost Active Classrooms Webinar Series from mid-December through February to share strategies and available resources."

Active Classrooms Week is a campaign of [Active Schools](#), 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.activeschoolsus.org/active-classrooms-week