



NFL: YOUTH FITNESS IS THE KEY

Rising obesity rates among today's youth as well as the decline of physical education across the country has prompted the NFL to take a leadership role in the movement to get youngsters physically fit.

Approximately 10 million school-age children are currently considered overweight and more than half of NFL clubs reside in states that have the lowest levels of youth activity. "Today's children are not getting the necessary daily dose of physical activity as recommended by today's health and fitness experts," says NFL Commissioner **ROGER GOODELL**. "Our players know the importance of staying physically active and it's important that their youngest fans also understand the value of incorporating exercise into their lives."

The NFL is dedicated to giving youth the tools to help them get active and stay active. Consequently, youth fitness has become a league-wide initiative this season and is being integrated in multiple areas, offering multi-faceted programs and partnerships. Health organizations such as the American Heart Association and Action For Healthy Kids are working hand-in-hand with the NFL and its players to promote the benefits of an active, healthy lifestyle.

This past fall, the NFL launched ***What Moves U*** to inspire middle-school-age kids to become more physically active. In its first year, the ***What Moves U*** curriculum kits reached more than 25,000 middle schools across the United States. The kits offer lesson plans and guidance on how to incorporate physical activity into the everyday classroom experience.

The NFL also runs a host of youth football initiatives such as ***Junior Player Development*** and ***Punt, Pass & Kick*** to help keep kids fit while teaching the sport of football and emphasizing the importance of good decision-making and life skills.

Most recently, the NFL joined forces with Nickelodeon to serve as the primary partner for their "***Let's Just Play***" campaign. NFL players are featured in on-air "Work Out Like a Pro" fitness segments and teams are supporting Nick's World Wide Day of Play by hosting grassroots events.

Fighting the youth obesity epidemic and getting American kids back in shape represents a long-term public health challenge--but the NFL is up for the fight. The league's new youth fitness campaign is a multi-year commitment which will not only raise greater awareness about an important issue, but hopefully start to curb the dangerous trends threatening the health of an entire generation.

CURRENT NFL PROGRAMS AND PARTNERSHIPS

- ***What Moves U***, a program created by the NFL and the American Heart Association.
- ***Recharge!***, a program created by the NFL and Action For Healthy Kids .
- NFL Youth Football programs including ***Punt, Pass & Kick***, ***Junior Player Development*** and ***High School Player Development***.
- Dedicated youth fitness section on ***NFLRUSH 2.0***.
- On-air ***Work Out Like a Pro*** fitness segments with Nickelodeon and Nick Magazine feature stories to promote their "Let's Just Play" campaign.
- National media campaign featuring print, radio and TV PSAs with the Ad Council promoting their "Be a Player" youth fitness message.