



# THE 2008 NATIONAL PRESIDENT'S CHALLENGE

## *A Healthier Nation: It's Everyone's Challenge!*



### FACT SHEET

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#### **WHAT: The National President's Challenge.**

The National President's Challenge is a six week physical activity challenge designed to get America up and moving. The Challenge is about choosing to live healthier and finding activities you really like. Everyone can join the Challenge and it's easy to do.

The official launch of the National President's Challenge is March 20, 2008, and the program ends May 15 during National Physical Fitness and Sports Month.

The Challenge lets you chose from almost 100 different activities, so participants are sure to find at least one they enjoy. Find a list of activities by visiting [www.presidentschallenge.org](http://www.presidentschallenge.org).

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#### **WHO: All Americans.**

All Americans aged six and older are encouraged to join the Challenge, be active five days a week, and log their activity on their personal activity tracker for six weeks.

Ages 6-17: aim for at least 60 minutes of activity, five days a week.

Ages 18+: aim for at least 30 minutes of activity, five days a week.

Governors, corporate and organizational leaders, principals, teachers, and parents can form groups and challenge their constituents, employees, faculty, students, or families to lead more active lives!

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**WHY: To take the Challenge and meet it, while getting active and fit.**

It's fun and good for you. Help us get America up and moving! With two-thirds of the adult population overweight or obese and the prevalence of overweight among children and adolescents tripling between 1980 and 2004, it's everyone's challenge! It begins with each one of us individually.

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**HOW: It's easy and free.**

Sign up as an individual or group on [www.presidentschallenge.org](http://www.presidentschallenge.org).

You can sign up anytime between March 1 and April 3. You are welcome to register early, but the six weeks of physical activity will be counted starting March 20. The program provides an 8-week period to complete six weeks of physical activity.

You can register for either the Presidential Active Lifestyle Award (PALA) or the Presidential Champions program.

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**ABOUT THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS:**

The President's Council on Physical Fitness and Sports is an advisory committee of volunteer citizens who advise the President through the Secretary of Health and Human Services about physical activity, fitness, and sports in America. Through its programs and partnerships with the public, private and non-profit sectors, the Council serves as a catalyst to promote health, physical activity, fitness, and enjoyment for people of all ages, backgrounds and abilities through participation in physical activity and sports. The twenty Council members are appointed and serve at the pleasure of the President. Learn more at [www.presidentschallenge.org](http://www.presidentschallenge.org) or [www.fitness.gov](http://www.fitness.gov).

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