Action for Healthy Kids in partnership with the U.S. Department of Health and Human Services, and working with the U.S. Departments of Agriculture and Education, National PTA, and other leading organizations, are working together to inform, motivate, and mobilize support for school wellness – good nutrition and physical activity that supports learning. Partners are working with districts, communities and schools to host back-to-school events in every state culminating with a national event on the afternoon of October 5, 2006, in Washington, D.C.

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WHAT

Game On! The Ultimate Wellness Challenge is an all-inclusive, fun event for students, parents, teachers, administrators, and others to celebrate coming back-to-school with a fresh approach. The Game On! event integrates nutrition, physical activity and learning through a series of activity stations that will stimulate minds and bodies.
Participation by adults and children, not performance, is rewarded.

WHY

Hosting a **Game On! The Ultimate Wellness Challenge** event in your school or community, provides an opportunity to:

- Build local support for School Wellness Policies of sound nutrition and good physical activity.
- Celebrate back-to-school and integrate this fun, customizable course and educational materials into existing events.
- Encourage students to take charge by recruiting adults to participate in the event and commit to keeping a focus on nutrition and physical activity throughout the school year.
- Receive local and national recognition for your commitment to wellness practices and have your event highlighted nationally.
- Provide ongoing educational programs for youth and their parents and caregivers in your community by joining a national network of schools and local organizations through Action for Healthy Kids and the National Institutes of Health *We Can!* Program.

HOW

STEP 1 Schools and community groups register at www.ActionForHealthyKids.org

STEP 2 Download **Game On! The Ultimate Wellness Challenge** toolkit, complete with all the
information you need to host a fun, energizing and educational event at your school and create
community excitement about sound nutrition and physical activity.

STEP 3 Hold your event and tell us what happened! Share your successes and tips for hosting
Game On! The Ultimate Wellness Challenge and be eligible for special prizes and
national recognition (events held between August 1 – October 1, 2006)

STEP 4 Keep school wellness activities going – sustain efforts by:

- Utilizing Action for Healthy Kids tools; joining your State Team
- Becoming a *We Can!* community site

FOR MORE INFORMATION, VISIT WWW.ACTIONFORHEALTHYKIDS.ORG OR CALL (800) 416-5136.

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