SAMPLE PRESS RELEASE

[Sample headline]
Get Moving for Health during "May Month"

[Sample headline]
[Name of your city/organization] teams up with the President's Council on Physical Fitness and Sports to Get Fit FAST

May is National Physical Fitness and Sports Month. This year, **[name of your town or community, state, school, organization]** joins the President's Council on Physical Fitness and Sports to challenge Americans to get moving for health and to get fit FAST during May Month.

[Insert details of specific May Month activities that are planned for your area: event, place, date, time, sponsors.]

[Insert a quote from your local community or organization leader on the importance of leading an active lifestyle for health, productivity, and overall well being.]

According to Lisa E. Oliphant, executive director of the President's Council on Physical Fitness and Sports, which started National Physical Activity and Sports Month in 1983, "Americans of middle school age and older need 30 minutes of moderate physical activity on five or more days a week to be healthy. That includes ordinary movement -- walking whenever you can instead of driving, taking stairs instead of elevators, gardening, sweeping, mopping, vacuuming. Children need 60 minutes of active play daily, preferably outdoors. They need to run, climb, jump, and just get up and move around, away from their desks, the television and computer games."

Twenty minutes of vigorous physical activity three times a week, such as sports, aerobics, working out in the gym, and running, have added health benefits, Oliphant says. "But it's important to understand that you don't need to sweat in a gym or run a marathon to reap the health benefits of daily physical activity. Even 30 minutes a day, broken up into shorter increments of ten or fifteen minutes, can greatly improve your health."

Although the President's Council encourages and motivates Americans to become physically active and fit through its outreach and education efforts, motivational awards programs, and partnerships with the other public and private sector organizations, only a commitment from individual Americans to live actively will reverse the trends that threaten the nation's health, Oliphant says. "We are fortunate to have a President who 'walks the talk.' For those who say they have no time to be active, we answer that the man who is arguably the world's busiest person understands how important it is to move for health and makes time for physical activity in his day."

For more information about National Physical Fitness and Sports Month events in your local area, contact **[Insert your contact information here]**. For information

about the President's Council on Physical Fitness and Sports, go to www.fitness.gov.