Dear Educator,

Regular physical activity is extremely important, especially for kids age 9-13. It's a time when they are most susceptible to influences – both positive and negative. And it's when they form physical activity habits that last a lifetime.

Recognizing this challenge, your district has elected to participate in the VERB™ Anytime Doubletime promotional program.

Created by the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC), the VERB campaign is designed to inspire kids to have fun getting and staying active. VERB Anytime Doubletime is another installment in a series of VERB promotional programs designed to activate America's kids. Your students are among 1,800,000 participating through schools nationwide as we strive to reach our goal of more than 18,000,000 hours of incremental activity.

Designed to supplement your current curriculum, this kit provides everything you need to implement a fun, engaging promotional program your students will love. Take a moment to review the enclosed Action Pack. It provides an overview of all the tools enclosed in the kit and ideas you can use to inspire your students to take ownership of the promotional program. After all, being active should be – first and foremost – fun!

When you've completed the promotional program, please take a few moments to answer the eight simple questions on the grant application form on the back cover of the Action Pack.

When you complete and return the application, your school will be eligible for one of 20 $1,000 grants to be awarded by the Kaleidoscope Education Support Group® to enhance participating schools' physical education programs.

Please feel free to customize this promotional program to meet the particular needs of your students and your school. If you have any questions, please call Kaleidoscope Education Support Group at 1-800-331-9218 Monday through Friday between 8:00 a.m. and 5:00 p.m. EST.

Ready. Set. Go!

Sincerely,

Faye Wong
Director, VERB Campaign

VERB™

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