



PUBLIC SCHOOLS OF NORTH CAROLINA

STATE BOARD OF EDUCATION Howard N. Lee, *Chairman*

DEPARTMENT OF PUBLIC INSTRUCTION June St. Clair Atkinson, Ed.D., *State Superintendent*

WWW.NCPUBLICSCHOOLS.ORG

September 28, 2006

TO Superintendents
Middle School Principals
Child Nutrition Directors
Healthful Living Coordinators

FROM Howard N. Lee
June St. Clair Atkinson

INTRODUCING LIVE IT! STATEWIDE MIDDLE SCHOOL HEALTH AND FITNESS INITIATIVE

In collaboration with the National School Nutrition Association, "The President's Challenge" Physical Activity and Fitness Awards, the National Association for Sport and Physical Education (NASPE), the Coca-Cola Bottlers of North Carolina and the Coca-Cola Company are proud to announce the statewide launch of **Live It!** in North Carolina on October 4, 2006.

Live It! takes a fun, student-level approach to:

- Being physically active by providing a free pedometer for every 6th-8th grade student to own
- Making healthy eating choices, especially at school.

The goal is to increase 6th-8th grade students' awareness of the importance of a healthy and active lifestyle. To meet that goal, the program encourages these students to engage in a week-long fitness/nutrition program with the goal of taking **10,000 steps per day** and eating servings of food groups as recommended by the new USDA MyPyramid food guidance system. For these reasons, **Live It!** also has the support of Be Active North Carolina.

Live It! is a program encouraging young people to lead healthy, active lifestyles and reach the President's goal of "a healthier United States." The campaign, created specifically for 6th-8th grade students, features material with inspirational figures promoting healthy eating and physical activity. The complete kit comes with pedometers for each student and staff member, introductory CDs, intercom cassette daily messages, step-tracking charts, nutritional and cafeteria information and more.

Live It! is available to 6th-8th grade students across the entire State of North Carolina.

To order your **free** materials please fill out and fax/return the sign up sheet attached immediately. Deadline to register is November 7 for your school to participate.

HNL/JSA/pew

Attachment

OFFICE OF THE STATE SUPERINTENDENT

June St. Clair Atkinson, Ed.D., *State Superintendent* | jatkinson@dpi.state.nc.us

6301 Mail Service Center, Raleigh, North Carolina 27699-6301 | (919) 807-3430 | Fax (919) 807-3445

AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER