



NETBALL AMERICA Partners with President's Challenge Program to Promote the Presidential Active Lifestyle Award

Washington DC, (Sept. 6, 2012) – Netball America is partnering with the President's Challenge Program to help encourage children and families to be physically active and maintain a healthy lifestyle. As a President's Challenge Advocate, Netball America will: incorporate the Presidential Active Lifestyle Award into all Netball America's 'Let's Move the Youth' Initiatives, including the Women's Sports Foundation GoGirlGo! Program; implement the program to Netball America members across the nation, with the pilot program just completed with the first ever American National Netball Team and the Atlanta youth who participated in the Netball GoGirlGo! program; support international Netball participants who want to enter the program; and encourage our schools, community centers and YMCAs we work with to participate in the President's Challenge Program.

In support of First Lady Michelle Obama's *Let's Move!* initiative to end childhood obesity within a generation, the President's Council on Fitness, Sports & Nutrition is challenging Americans of all ages, abilities and backgrounds to achieve PALA+. PALA+ is the next phase of PALA (Presidential Active Lifestyle Award), a program of the President's Challenge, designed to motivate Americans to make physical activity and healthy eating part of their everyday life. The physical activity requirements for PALA+ remain the same: 60 minutes/day for kids, 30 minutes/day for adults, five days a week for six out of eight weeks. The new nutrition component requires participants to add a weekly healthy eating goal and build upon those goals throughout the same six-week period. Individuals who achieve the physical activity and healthy eating goals will receive a certificate signed by the Council co-chairs.

"I am excited to announce that Netball America has joined the efforts to get America's youth living a healthy lifestyle by becoming a President's Challenge Advocate to promote PALA+ participation. Partnerships like these are critical to ensuring that all Americans have access to physical activity and healthy food options," said Dr. Jayne Greenberg, President's Council member.

"We are honored to partner with the President's Challenge Program to help engage, educate and empower all Americans to adopt a healthy lifestyle that includes regular physical activity and good nutrition. Netball America's unique programs provide opportunities for people of all ages and abilities to participate in physical activity while being educated on nutrition", said Sonya Ottaway, President, Netball America.

The President's Challenge is the premier program of the President's Council on Fitness, Sports and Nutrition administered through a co-sponsorship agreement with the Amateur Athletic Union. The President's Challenge helps people of all ages and abilities increase their physical activity and improve their fitness through research-based information, easy-to-use tools, and friendly motivation. For more information about the President's Challenge or the Presidential Active Lifestyle Award, visit www.presidentschallenge.org. Netball America is the premier national Netball organization in the USA, is dedicated to the development and growth of Netball. We are focused on showing how Netball creates an exciting atmosphere of participation and supports individual progress while encouraging team unity. Netball America seeks to have Netball included as part of the core curriculum for educational systems throughout the USA as a way of promoting good health and aiding in the education of youth. Netball America is the National Governing Body for the USA Team participating at the 2012 World University Netball Championships and the 2013 World Netball Festival. Netball America is a not-for-profit (501c(3)) association and has members in 27 US States.