**For Immediate Release**

**[Your name, company or organization here] Becomes Ambassador for 1 Hour a Day**

*Program Promotes Daily Fitness Programs for Children in Schools*

**([Month] [Date], 2015) [Location] –** [Your name, company or organization here] is getting behind 1 Hour a Day, an organization promoting the importance of physical activity and health for our nation’s youth. The association is garnering attention from parents, educators and the professional fitness industry alike with a very important message: Skinny kids need exercise, too.

While the focus for children’s health has been on obesity for years, research shows us that all children, regardless of their weight, need an hour of physical exercise every single day. Not only will this simple one hour a day of exercise in school address the ever-present issue of obesity, but it will provide America’s children with the many other important benefits of fitness, including:

* Up to 40% improvement in academic achievement
* Decreased behavioral and medical issues, obesity and suicide rates, stress levels, and symptoms of ADHD
* Improved self-esteem, sleep, dietary choices, athletic performance and interest in fitness

As an ambassador for 1 Hour a Day, [your name, company or organization here] wishes to endorse the reality that just one hour a day of fun and functional exercise will prepare this growing generation to be healthy and productive members of society and lower our nation’s health care expenses, now and in the future.

[Your name, company or organization here] [title/position] [name] is proud to assist these efforts for children’s health and fitness. “As a professional in the fitness industry, I support my industry’s efforts to promote exercise in physical education or in our local classrooms,” says [name]. “1 Hour a Day does not need to cost a penny, and it can be easily accomplished right it the classroom.” 1 Hour a Day founder Lee Spieker explains that, if teachers provide students with “Brain Breaks,” or brief periods of exercise in the classroom between lessons, an hour of highly beneficial fitness adds up quickly and is easy to implement. Not only is it simple and fun for kids of all ages, but it also adds variety to their day and prepares their brain to learn, helping them focus during class.

The importance and benefits of teaching this type of healthy lifestyle at a young age is absolutely essential. “I encourage parents and concerned citizens to ask their schools administrators to implement 1 Hour a Day in every school today,” says [name]. “Just one hour—that’s all it takes to make a difference.”

For additional information and research supporting 1 Hour a Day, please visit: [www.1houraday.org](http://www.1houraday.org)

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Press Contact:

[Your name or name of your company/organization’s press contact

Email address

Phone number]