

CAMPAIGN TO GET KIDS ACTIVE & HEALTHY

PetitionForHealthyKids.org

GETTING KIDS HEALTHY BEFORE THE NEXT PANDEMIC

“PROVIDE EVERY KID WITH AT LEAST 30 MINUTES OF PHYSICAL ACTIVITY 3 DAYS PER WEEK IN SCHOOL”

PHIT AMERICA™

MAKING AMERICANS AWARE...

- THE ‘INACTIVITY PANDEMIC’ IS A HUGE HEALTH THREAT TO OUR KIDS
- KIDS ARE IN BAD SHAPE AND MANY HAVE PRE-EXISTING CONDITIONS
- WE NEED TO HELP KIDS NOW BEFORE IT IS TOO LATE
- EVERYONE CAN HELP BY SIGNING THE PETITION FORHEALTHYKIDS.ORG

A CAMPAIGN SUPPORTED BY LOCAL MARKETING

- FEATURING WELL KNOWN LOCAL DOCTORS & CELEBRITIES
- SUPPORTED BY LOCAL ADS AND OTHER MEDIA
- PRESS COVERAGE, MEDIA INTERVIEWS - TV, PRINT, DIGITAL AND MORE



GET KIDS HEALTHY BEFORE THE NEXT PANDEMIC

ALMOST 50% OF ALL SCHOOLS HAVE NO PHYSICAL EDUCATION*

HERE'S HOW YOU CAN HELP
PetitionForHealthyKids.org

JENNIFER RODRIGUEZ
PHYSICAL EDUCATION TEACHER

HIGH SCHOOLS, SHAPE AMERICA PHIT AMERICA

EXAMPLES OF CAMPAIGN ADS OR POSTS

GET KIDS HEALTHY BEFORE THE NEXT PANDEMIC

DID YOU KNOW THE 'INACTIVITY PANDEMIC' KILLS 5 MILLION PEOPLE EACH YEAR?*

HERE'S HOW YOU CAN HELP
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DR. JUSTIN DE BOER
ARTS & PEACE EDUCATIONAL CONSULTANT

THE LANCET PHIT AMERICA

GET KIDS HEALTHY BEFORE THE NEXT PANDEMIC

93% OF CHILDREN ARE NOT ACTIVE TO CDC HEALTH STANDARDS*

HERE'S HOW YOU CAN HELP
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BARBARA ROSENFELD
PROFESSIONAL SOCCER PLAYER

SPORTS MARKETING SURVEYS PHIT AMERICA

OVERALL
JIM BAUGH, FOUNDER
Jim@PHITAmerica.org

FOR MORE
INFORMATION CONTACT

PACIFIC NW MEDIA
TAMARA WILSON PR
Tamaraw@TamaraWilson.com

HELP US GET 1 MILLION SIGNATURES: PetitionForHealthyKids.org