

Dear PowerUp School Challenge coordinator

Welcome to the PowerUp School Challenge! This fun-filled Challenge is a great way to help kids throughout the St. Croix Valley PowerUp with fruits, veggies and physical activity! As your school's coordinator, you'll be the key contact and communication link between your school and the PowerUp team at Lakeview Health.

Here's how the Challenge works

- The program **kicks off** with a high-energy Radio Disney assembly to generate excitement.
- After the assembly, you'll get PowerUp backpacks, In-School Trackers, and prizes for classrooms.
- **Over the next four weeks:**
 - Students will track their fruits, veggies and active play each day, at school and at home.
 - Teachers will remind children to track on a daily basis with fun lessons and reminders.
- **Students will get fun prizes** for turning in their completed In-School Trackers to their teacher each week.
- **At the end of the Challenge**, your school has the chance win a **\$200-500 PowerUp Bucks** based on overall participation. *PowerUp Bucks* can be used to purchase wellness items for your school.
- **Your school can earn up to \$200 additional PowerUp Bucks** just by "liking" PowerUpkids on Facebook:
 - Go to: www.facebook.com/PowerUpKids and "Like" the page.
 - Then, go to our Photos, find the album "School Challenge" and "like" our school's photo.
 - Watch our school raise even more PowerUp Bucks to improve wellness at our school!Teachers, families, and others can help your school get "likes" and earn *PowerUp Bucks*!

Your role as the School Challenge Coordinator

- Be easy to contact via email or phone.
- Inform participating teachers about the Challenge before the kickoff assembly using promotional materials supplied.
- Welcome Radio Disney to your school before and after the kick-off assembly.
- Distribute backpacks, trackers and prizes to classroom teachers:
 - Each student should receive a backpack filled with goodies to take home including PowerUp Parent letter, At-home Tracker pad, Activity booklet, Recipe Ring, magnet, and more.
 - Each teacher should receive In-School Trackers, envelopes, and prizes for each of their students.
 - Each teacher should also receive a Disney Dance DVD for classroom use.
- Each week, collect completed In-School Tracker envelopes from classrooms. Keep available for the PowerUp team to pick up at the school office each week.
- Keep teachers, students and families excited about the Challenge:
 - Send teachers the PowerUp School Challenge tips each week via email or in print.
 - Decorate your school with PowerUp posters provided each week by your PowerUp team.

**The School Challenge is provided to area schools by Lakeview Health and the Lakeview Foundation. PowerUp is a community-wide youth initiative to make better eating and active living easy, fun, and popular, so that our youth can reach their full potential. Join us, or find out more by visiting www.powerup4kids.org.*

- Send the PowerUp Parent weekly messages home to all students each week via email, school newsletter or in backpacks.

Thank you for taking part in the PowerUp School Challenge! If you have any questions about the program, please contact:

Amanda Honsvall

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