

School News & Notes

Fun Ways To “Activate” Kids In The New Year

(NAPSA)—While colder weather can seem like a barrier to staying fit, wintertime can offer many opportunities to stay active. Whether it's outdoor activities or indoor play, there are lots of ways to incorporate physical activity into kids' daily routine.

Campbell's Labels for Education (LFE)—a program which has helped schools get the tools and resources they need for more than 30 years—recently launched a new program in conjunction with National Parent Teacher Association (PTA) that can help parents, teachers and kids make fitness a priority year-round. Campbell's Recess Rewards offers bonus point incentives for those who implement nutrition or fitness related programs in their schools or communities. That means any school that participates in Campbell's Recess Rewards earns 500 extra points that can be redeemed for LFE merchandise including physical activity equipment. In fact, many of the fun fitness items can be used both outdoors and indoors, making it easy to incorporate activity every day, even during the colder months.

Why is Campbell's Labels for Education focusing on fitness? It's simple. Physical fitness is critical to children's growth and development, yet it's becoming less of a priority in schools. According to Action for Healthy Kids (2002), only 4 percent of states require recess, the most fundamental source of activity.

“Children are better able to learn and achieve when they are given the opportunity to be physi-



cally active during the school day,” said Anna Weselak, PTA national president. “PTA and Campbell strongly believe in families, schools, and communities working together. We are thrilled to join forces to raise the profile of this important cause and provide both the motivation and the tools to take action.”

Campbell's Labels for Education allows parents, teachers and students to collect proofs of purchase from eligible Campbell brands to earn points towards free merchandise for their schools. Over the last 30 years the program has awarded more than \$105 million in educational tools—from computers to musical instruments to physical education equipment—to participating schools nationwide.

This year, the program is easier and faster. Schools only need to clip the UPC code from specially marked packages instead of saving the whole label. And to help schools boost their points savings, 150 different products are now worth five points each, including Campbell's microwavable soup bowls, Pepperidge Farm Goldfish crackers and V8 Splash beverages.

Helping Kids Get Fit

It's easy to get kids to eat well and be active with these simple tips:

- **Make fitness fun.** Recess combines the best of both worlds—fun and fitness. Jumping rope, a friendly game of basketball or playing hopscotch are great indoor options. For those who love the winter weather, build a snow man or go sledding.
- **Be a role model.** Kids look up to their parents and teachers, so lead by example and do something active every day. Do it together and they'll really catch on!
- **Fuel up with favorite foods.** Look for products that do double duty—wholesome family favorites that can also help your school. 150 Campbell products are now worth five points, which can really add up to great merchandise from the Campbell's Labels for Education program. For example, Campbell's Curly Noodle soup is great for lunch at home or can be taken to school in a vacuum bottle. Pair Pepperidge Farm Goldfish crackers with string cheese and veggies for an after school snack. Heat up a microwavable bowl of Campbell's Chicken Noodle soup before a weekend walk in the park.

For more information on Campbell's Labels for Education and Campbell's Recess Rewards visit www.labelsforeducation.com.

