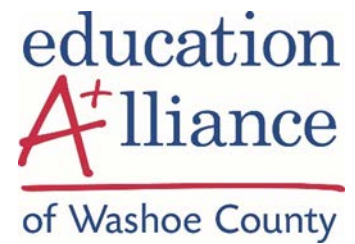


# Kids in Motion Program



The Kids in Motion (KIM) program was created by the Education Alliance Board twelve years ago in response to the elimination of funding for physical education (PE), sports, wellness, and nutrition activities within Washoe County School District (WCSD) elementary schools.

High energy students in kindergarten to 6<sup>th</sup> grade need an outlet to expend their energy so they can focus in the classroom. In addition to equal access for all elementary schools, anticipated results are backed by research: not only does exercise fight obesity and improve body function, but it also promotes learning through increased brain function and nourishment, higher energy and concentration levels (ability to pay attention), increased self-esteem, and better behavior, which may all support cognitive learning (Cocke, 2002; Tremblay, et al, 2000; Shephard, 1997).

More than half (34) of our 62 elementary schools have 50% or more of their students who receive free/reduced lunch, an indicator of poverty. In most cases, these young children do not have access to PE, sports, or wellness education outside of school. The Kids in Motion program directly impacts students who might not otherwise have access to PE as part of their curriculum, or have access to sports or nutrition programs. Donations to the KIM program support elementary school health and wellness initiatives such as, equipment for athletic games, PE lessons, or nutrition education, so students can be more active, experience new sports, and interact and bond with each other on the field!

Our annual goal is to provide 62 elementary schools with \$2,000 each. Grants, combined with donations and sponsor proceeds generated at our annual Run for Education, fund the Kids in Motion program. The Run connects students and educators, parents, families, businesses and community leaders -- more than 8,500 attend this annual fundraiser in October and we invite you to join us.

Education Alliance is seeking funding to support the Kids in Motion program to provide targeted financial support to elementary schools meeting a desperate need in our community to promote health, wellness, and nutrition.

## Support Our Efforts

Your support is vital to our children's health and wellness! Learn more about donating to the Kids in Motion Program by e-mailing Kendall or Brittani at [EducationAlliance@washoeschools.net](mailto:EducationAlliance@washoeschools.net), call (775) 353-6950 or visit our website, [www.ed-alliance.org](http://www.ed-alliance.org). Thank you!

## About the Education Alliance

Education Alliance builds community partnerships to help Washoe County students succeed, which in turn promotes a skilled workforce and thriving community.



