

ADVISORY: 2016 Release of National Physical Activity Plan Update

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FOR APRIL 20, 2016

2016 Release of National Physical Activity Plan Update

NATIONAL PRESS CLUB

Newswise — WHAT:

Russ Pate, Ph.D., chairman of the National Physical Activity Plan Alliance, and Jim Whitehead, CEO of the American College of Sports Medicine, will unveil and explain innovative approaches and strategies of a new 2016 National Physical Activity Plan that will make a profound difference in American health. This is the second such plan in U.S. history, which builds on the first plan released in 2010. Progress at all levels of society will be highlighted, while noting new opportunities as well as challenges and their solutions. The plan provides a roadmap for actions that support and encourage physical activity among all Americans. Representatives from the American Heart Association and the President's Council on Fitness, Sports and Nutrition will participate. Reflecting the multi- and cross-generational thrust of the National Plan, students from Whittier Education Campus, a public school in Washington, D.C., will lead adults in easy exercises to get people moving and demonstrate the benefits of physical activity!

WHO:

- Russell Pate, Chair, Board of Directors, National Physical Activity Plan Alliance
- Jim Whitehead, CEO, American College of Sports Medicine
- Joan Benoit Samuelson, Olympic Women's Marathon Champion, Los Angeles 1984
- Eduardo Sanchez, Chief Medical Officer for Prevention, American Heart Association
- John Dreyzehner, Commissioner, Tennessee Department of Health
- Shellie Pfohl – Executive Director, President's Council on Fitness, Sports and Nutrition

WHEN/WHERE:

Wednesday, April 20 — 9 a.m. EDT

National Press Club, Murrow/White/Lisagor Room
529 14th Street, NW, Washington, D.C. 20045

CONTACTS:

On-site media contact: Mike Fulton (301) 651-2508; mikef@asheragency.com

Interviews and photo opportunities on-site. Photos will be made available post-event. For interview requests prior to the briefing and release of the plan, please contact Mike Fulton.

SOCIAL MEDIA: Please use the hashtag #ActivityPlan2016.

WEBCAST LINK: <http://www.physicalactivityplan.org/launch.php>

NATIONAL PHYSICAL ACTIVITY PLAN UPDATE:

The full plan will be posted at 9 a.m. EDT April 20 at www.physicalactivityplan.org

CONGRESSIONAL BRIEFING

WHAT: Russ Pate, Ph.D., chairman of the National Physical Activity Plan Alliance, and Jim Whitehead, CEO of the American College of Sports Medicine, will unveil and explain innovative approaches and strategies of a new 2016 National Physical Activity Plan that will make a profound difference in American health. Progress at all levels of society will be highlighted, while noting new opportunities as well as challenges and their solutions. The plan provides a roadmap for actions that support and encourage physical activity among all Americans. The Congressional Fitness and Bike Caucuses are co-hosts of

this event.

WHO:

- Russell Pate, Chair, Board of Directors, National Physical Activity Plan Alliance
- Jim Whitehead, CEO, American College of Sports Medicine
- The Honorable Ron Kind (D-WI), Co-Chair, Congressional Fitness Caucus
- The Honorable Robert Dold (R-IL), Co-Chair, Congressional Fitness Caucus
- The Honorable Earl Blumenauer (D-OR), Co-Chair, Congressional Bike Caucus
- The Honorable Vern Buchanan (R-FL), Co-Chair, Congressional Bike Caucus
- The Honorable Roger Wicker (R-MS)
- Joan Benoit Samuelson, Olympic marathon champion, Los Angeles 1984

WHEN/WHERE:

Wednesday, April 20 – 1 p.m. EDT

Senate Room 209 – U.S. Capitol Visitors Center, Washington, D.C.

Questions or to RSVP: Monte Ward, mward@acsm.org or (202) 236-9079

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