

NikeGO PE :: FACTSHEET



The Problem: Physical Education Is Disappearing from America's Schools

In the past few decades, physical education (PE) has been dropping out of American schools. Today, one in four children does not attend any school PE, and less than one in four children get 20 minutes of vigorous activity every day, according to the National Association for Sport and Physical Education.

The Solution: NikeGO PE

Nike is not one to sit on the sidelines as American kids miss out on PE and become more unfit and unhealthy. In conjunction with the research-based organization - SPARK (Sports, Play, and Active Recreation for Kids) - Nike launched NikeGO PE, a program designed to increase the quality and quantity of physical activity in America's schools.

- Mission: To bring NikeGO PE to elementary schools where PE has either been eliminated or drastically reduced.
- Goal: Help end the epidemic of childhood obesity.

NikeGO PE provides the following support to elementary schools:

- Customized standards-based PE curriculum designed to meet the needs of K-5 teachers.
- Customized two-day teacher training to improve physical activity programs in schools, assist with instructional alignment to state/national standards, and address the barriers to physical education quantity and quality at individual sites.

- Equipment and training with a retail value of more than \$10,000.
- To reinforce Nike's commitment to sustainability, recycled materials are integrated into the program where possible. For example, NikeGO poly spots, used to define a student's activity space, are manufactured from recycled yoga mat material, and basketballs are made from Nike Grind™, a product made from Nike's Reuse-A-Shoe™ program which involves breaking down sneakers for recycling in sports equipment and playing surfaces.

Ready, Set, NikeGO PE

NikeGO PE is just getting started. Since its inception in 2003, the program has been implemented in more than 400 public schools, reaching more than 75,000 students.

- During the 2003-2004 school year, NikeGO PE was available in six U.S. cities: Akron, Chicago, Los Angeles, Memphis, New York and Portland. These cities were selected to meet Nike's initial commitment to give back to the communities where its employees and customers live, work and play.
- In 2003, basketball star and Nike athlete LeBron James helped launch NikeGO PE in his hometown of Akron, Ohio. LeBron has a passion for improving kids' fitness and is a NikeGO PE spokesperson. In 2007, a number of other Nike athletes will join the program to help raise awareness of the importance of putting PE back in schools.

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PE Reinvented

NikeGO PE is “new PE” - meaning it is a physical education program complete with 30 minutes of constant movement and health, wellness and lifestyle management. For kids, this means no more exclusion or waiting on the sidelines for their turn to play.

- “New PE” focuses on ensuring kids are constantly moving, having fun and feeling successful. NikeGO PE is designed to be inclusive, active and enjoyable. It also seeks to instill in kids a lifelong love of physical activity.
- NikeGO PE modifies games, dances, and sports to meet this simple objective: Create a movement environment where every child, regardless of ability, gender, or genetics, is provided many opportunities to participate and feel successful in PE class.

NikeGO

Nike’s long-term commitment to promote healthier kids through physical activity. The program’s mission is to reach kids ages 3-15, offering them the support and motivation to become physically active, stay healthy and have fun.

IN SCHOOL PROGRAMS

NIKEGO PE This program is designed to increase the quality and quantity of physical activity in America’s schools. Long-term, NikeGO PE strives to get full-time physical education classes back into every school.

NIKEGO HEAD START NikeGO, the National Head Start Association and SPARK (Sports, Play, and Active Recreation for Kids) have joined together in a partnership to develop and disseminate a quality early childhood physical activity program for the Head Start community. NikeGO Head Start offers custom curriculum, training and equipment kits, as well as individual family lesson components to teach lifelong skills for physical activity and health lifestyle choices for families.

OUT OF SCHOOL PROGRAMS

POSITIVE COACHING ALLIANCE Based on the campus of Stanford University, PCA is committed to transforming high school and youth sports by working with youth sports leaders, coaches, parents and athletes to change the way the game is played.

NIKEGO ON NATIVE LANDS This program is a collaboration with Indian Health Services, FirstPic, SPARK and Boys & Girls Clubs of America to deliver NikeGO Afterschool curriculum to Native American youth on reservations across Indian Country.

NIKEGO PLACES This inspirational donations program offers more places for kids to play. Worn-out athletic shoes and other footwear materials are ground up, then play on as sports and play surfaces in areas where better facilities are needed.

NIKEGO FACTORY STORE GRANT This is a unique grant program designed to reward kids for their own best ideas for encouraging and increasing physical activity among kids ages 8 to 15.