



## WAYS FOR SCHOOLS TO PROMOTE THE FIRST AMERICAN STATE BANK FITNESS FESTIVAL



Advertise the new 1 mile walk option, particularly to busy families.



Promote the Fitness Festival at your PTO and Accountability Committees in April or May.



Partner with your school's PE teacher(s) or coaches to promote the Cherry Creek Fitness Challenge and plan a training program at your school.



Request a time to speak at Back to School Night and arrange to have DVD playing.



Partner with your school's Newcomer Welcome Committee to include new staff members and new families on your team.



Encourage clubs and sports teams in your school to kickoff the new year by attending as a group.



Think outside the school - Girl Scouts, Boy Scouts, sports teams, homeowners associations, neighborhood swimming pools and gatherings.



In August, use your school's marquee / create a bulletin board display to remind everyone to save the date.



Have a Fitness Festival sign-up table at your school's registration day in August and have the DVD playing.



Encourage Service clubs to volunteer with friends or family for Community Service.



Arrange to post Fitness Festival flyer and other information on your school's PTO Manager site.