

4-H IS ANSWERING THE PRESIDENT'S CHALLENGE!

The President's Challenge is for one million Americans to complete the Presidential Active Lifestyle Award (PALA). 4-H is taking on the President's challenge in a big way. April 1st 4-H will launch their efforts to have 100,000 4-Hers complete the challenge by September, 2011.

Healthy living has been at the core of 4-H and remains one foundation of the pledge (I pledge...my health to better living...). 4-H strives to equip youth with healthy living knowledge and skills that will prepare them physically, emotionally and socially to meet the challenges of the 21st century.

During the November 29, 2010 roll-out of the Let's Move Faith-based and Communities Initiative that featured Mrs. Obama and Doug Swanson, 4-H's Professional and Volunteer Development National Program Leader, 4-H National Headquarters at the USDA is committed to their goal of 100,000 4-H youth achieve the President's Active Lifestyle Award.

The Presidential Active Lifestyle Award recognizes those individuals who log their recommended physical activity for six consecutive weeks, five days a week (60 minutes for youth, 30 minutes minimum for adults).

4-H is making this goal a top priority. National 4-H Council and Kraft are offering \$250 4-H Mall gift certificates to the 16 counties with the highest percentage of youth who completed the PALA in relation to the number of youth enrolled in clubs in their county.

You can join the effort as an individual or a group and compete for our incentives in one of two ways:

Join the National 4-H group:

Go to <http://www.presidentschallenge.org/nat4-H/> and create an account

Make your own 4-H group:

- 1) Go to <https://www.presidentschallenge.org/account/register.php>
- 2) Fill out the registration form
- 3) Create a group with "4-H" in the name
- 4) Invite Lindsey Jewell at 4-H National Headquarters (ljewell@nifa.usda.gov) to be part of your group to alert us that you've created a group.

After registering, start logging your activities to track your progress toward winning a President's Challenge Award or Medal. 4-H doesn't get to count all your hard work if you're not enrolled in a 4-H group, so please join!

For questions or if you want to get more involved, contact Suzanne Le Menestrel slemenestrel@nifa.usda.gov or Lindsey Jewell, ljewell@nifa.usda.gov.

