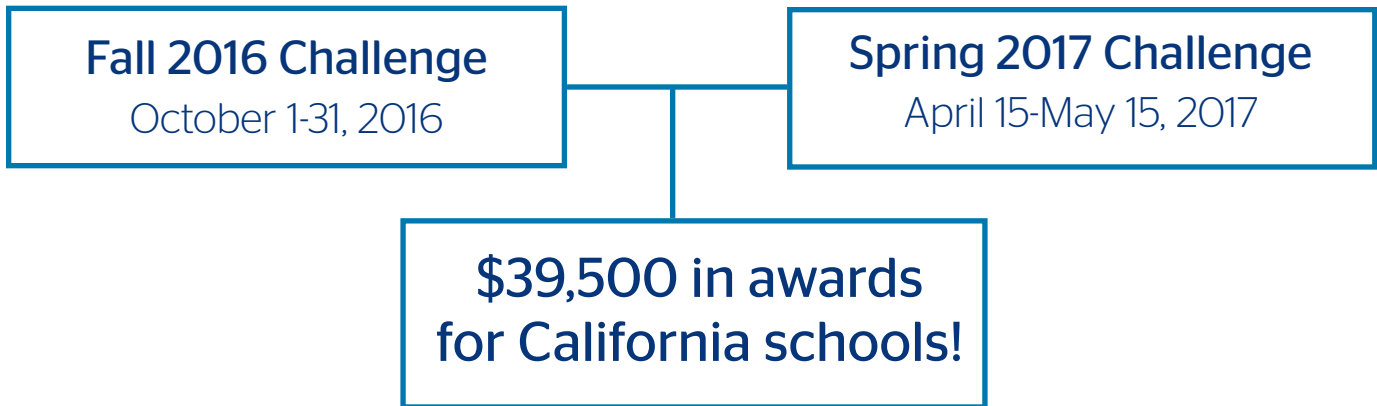




# Win Cash Awards for Your School! Join the Fire Up Your Feet Activity Challenge

*Encourage physical activity and promote health and wellness!  
Easy, fun, and free to participate for K-8 schools, students, parents, teachers, and  
community members!*



## Sign up today!

- 1. Click it!** Visit [fireupyourfeet.org](http://fireupyourfeet.org) to sign up. It's free!
- 2. Track it!** During the challenge, track your school's physical activity using our easy online activity tracker. Bicycling, Walk to School Day, recess – all activity counts!
- 3. Win It!** Schools with the most activity win cash awards to support physical activity, wellness, and Safe Routes to School programs!

**NEW & IMPROVED  
ACTIVITY TRACKER  
& AWARDS!**

"Fire Up Your Feet has helped our school meet our goal of increasing each student's physical activity to more than 60 minutes a day!"  
  
- Rebecca Moore, Beryl Heights Elementary, Redondo Beach, CA

[www.fireupyourfeet.org](http://www.fireupyourfeet.org)



**FIRE  
UP  
YOUR  
FEET!**



Safe Routes  
to School  
**National  
Partnership**

# ¡Gane premios en efectivo para su escuela! Únase al reto “Pon en Marcha Tus Pies”

*¡Promueva la actividad física, la salud y el bienestar!*

*¡Fácil, entretenido y gratis para las escuelas de kinder a octavo grado, estudiantes, padres, maestros y miembros de la comunidad!*

**Reto de Otoño 2016**

1 a 31 de octubre del 2016

**Reto de Primavera 2017**

15 de abril al 15 de mayo del 2017

**\$39,500 en premios  
para las escuelas de California**

## **¡Inscríbese hoy!**

- 1.** Visite [fireupyourfeet.org](http://fireupyourfeet.org) para registrarse. ¡Es gratis!
- 2. ¡Monitoree!** Durante el reto, monitoree la actividad física de su escuela utilizando nuestro registro virtual de actividad. Correr bicicleta, actividades del Día de caminar a la escuela, juegos durante el recreo – ¡toda actividad cuenta!
- 3. ¡Gane!** Las escuelas con la mayor cantidad de actividad ganarán premios en efectivo para apoyar sus programas de educación física, bienestar y de Rutas Escolares Seguras.

**Registro de actividad  
mejorado**

**NUEVOS  
PREMIOS**

[www.fireupyourfeet.org](http://www.fireupyourfeet.org)



**KAISER  
PERMANENTE®**

**National  
PTA®**

*everychild.one voice.®*

# FIRE UP YOUR FEET FUNDRAISER

What is it? It is a national program to promote health and wellness sponsored by Kaiser Permanente, National PTA, and Safe Routes to School.

When is it? There are 2 Activity Challenges where schools can compete to win cash. Fall Challenge is in October 2016 and Spring Challenge is in April/May 2017.

How do we win? Final Challenge Awards are calculated by the following formula: Total number of students, parents/guardians and school staff that tracked during the Challenge period, divided by school enrollment. Schools are not able to win 1st place two challenges in a row. If a school wins a first-place award the previous Challenge, they are eligible to win all other awards including 2nd and 3rd place.

How much can we win? Final Challenge Awards: \$5,000 for first place, \$1,000 for second place, \$500 for third place, \$250 for runner-up, and many categories ranging from \$250-\$500.

There are three easy steps to participating in Fire Up Your Feet:

1. Register at [www.fireupyourfeet.org](http://www.fireupyourfeet.org)
2. Create a group and enter the total number of participants in your group.
3. Track activity for your school by selecting the date, type of activity, minutes of activity, group that performed the activity.

1) YES! You can track PE time, after school sports, and any other type of activity. Any time your students, families, and staff are moving their bodies before, during or after school from the dates 10/1/16 - 10/31/16 counts for winning cash awards during our Fall Challenge. That could also include fun runs, dance-a-thons, walking or biking to/from school, gardening, swimming, yoga, etc.

2) YES. All physical activities from kids and adults can be tracked. It all gets added up in our database and counts for the same school.

3) YES, but for the Spring 2017 Challenge. All types of physical activity events, including fun runs and dance-a-thons, are great ways to track activity. Our 2017 Spring Challenge runs from 4/15/17 - 5/15/17 in California, and if your events take place during this window of time, you can definitely log those activities on our website in order to win cash awards for your school. The Spring Challenge awards are not finalized yet, but first place will most likely be \$5K once again.

