**SAMPLE PRESS RELEASE FOR DAILY MILE SCHOOLS**

**CONTACT INFORMATION**  
School Contact Name  
School Name or District  
Phone  
Email  
  
**RELEASE DATE:**

Wednesday, May 12, 2021

**School Name Adopts The Daily Mile to Keep Kids Healthy**

**(City, State)** – The **School Name Elementary School** is committed to providing programs and services proven to help all children be successful throughout their lives. To support this initiative, nearly **500** children will have the opportunity to enjoy fresh air, fun, and exercise for 15 minutes during the school day. The free, all-inclusive initiative encourages children to get moving. Backed by university research, The Daily Mile improves students’ physical, mental, emotional, and social health.

Schools around the nation who participate in The Daily Mile report students return to class focused and eager to learn. In addition, schools are seeing an increase in activity levels helping to combat childhood obesity. Healthy children are better equipped to perform better.

**Please provide a quote or two from your school’s principal or Lead Daily Mile teacher about why s/he decided to adopt the program.**

**School Name** and The Daily Mile are joining forces to tackle the issues surrounding childhood health. This physical activity, which is in addition to PE, has had a substantial and positive impact on students’ mental, physical, and emotional wellbeing. Forming positive habits now can help for a lifetime.

“The Daily Mile is a profoundly simple concept, yet has been proven incredibly effective,” said Daily Mile Program Manager Bill Russell. “Children enjoy the social interaction, seeing it as a natural part of their day. Teachers benefit from the improved concentration and behavior in class without the strain of any additional training, cost, or equipment. Parents appreciate the mental and physical benefits it brings to their children. Everyone wins!”

Former elementary school principal and Founder of The Daily Mile Elaine Wyllie started the program in 2012 after she become increasingly concerned about the lack of fitness in her students. “After four weeks, The Daily Mile produces transformational change. Children become more physically fit, focused in the classroom, confident, and resilient,” said Wyllie.

**For more information, please visit thedailymile.us or contact Bill Russell at williamrussell@thedailymile.us**

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