



Movin' and Munchin' Schools

OLYMPIAN EVENT

Movin' and Munchin' Schools is an initiative created by the Wisconsin Department of Public Instruction and co-sponsored by the WEA Trust. The program is designed for public school children. It is an innovative approach to the growing problem of obesity, diabetes, poor nutritional choices, and lack of physical activity among children. The program also encourages family members and school staff to get involved. Wisconsin Olympians, Casey FitzRandolph and Suzy Favor Hamilton, are honorary co-chairs of the Movin' and Munchin' Schools program.



"WEA helped us with every aspect of putting on the Movin' and Munchin' event. Their personnel thought of every detail that we would need to consider and then gave all the support we needed to make sure the day happened without a hitch. Casey and Suzy were so inspirational and were loved by all."

Lori Leschisin

Associate Principal, Appleton East High School

LEAVE THE WORK TO US. WEA TRUST WILL:

- Coordinate all logistics of the event including:
 - A detailed event timeline
 - Suggested talking points for all speakers
 - A detailed room layout
- Provide all printed promotional materials for the event including, but not limited to:
 - Posters
 - Casey and Suzy Olympic "baseball cards"
 - Foam core welcome boards for each school
- Notify local media prior and post event (media advisor, press release, photos).
- Provide complimentary photojournalistic coverage of the event, as well as posed pictures with the Olympians and selected staff or students (via CD and the Web Site).

All of this is provided at no cost to the school district.

WE ASK THAT YOU HELP:

- Determine who will act as the master of ceremonies on behalf of the school district.
- Coordinate assembly attendance with students and staff including bussing arrangements.
- Supply student volunteers at the event to assist distributing "baseball cards" and organized seating.
- Assist with audio visual and custodial set up for the event.