



**May 3, 2010**  
**National Physical Activity Plan**  
**Launch Day Activities**



Take part in the release of Plan on May 3, 2010. The primary audiences for the public launch are national, state, and local policy leaders and organizational decision makers related to public health, education, non-profit organizations, transportation, mass media, health care, business and industry, and parks, recreation, fitness, and sports.

The purpose of launch day activities is to:

- (1) Introduce the National Physical Activity Plan;
- (2) Recognize national organizations who have committed to leading sectors and strategies within the Plan; and
- (3) Engage policy leaders and organizational decision makers to support policy and environmental changes outlined in the Plan.

### **National Events**

- 9:30-10:30 a.m. Press Event at the National Press Club
- 1:00-2:00 p.m. Congressional Briefing hosted by Senator Harkin
- Noon-2 p.m. WPFW Instant Recess on-air broadcast supporting Plan Launch from Freedom Plaza near the Press Club, 12N-2pm, actual exercise from 1-1:10pm
- 3:00-4:00 p.m. Congressional Briefing hosted by Congressman Kind

### **How to Participate?**

- Promote the Plan and highlight your organization's support by submitting a press release to local media. We have a press release template available for you to customize to your organization. Alternatively or in addition to a press release, you may wish to submit op/ed letters to the editor to your local newspapers. A sample op/ed letter is also available for your use
  - **Press release template**
  - **Sample op/ed letter**
- Reach out to state and local policy leaders and work with them to host a media event that proclaims support for the Plan, highlights existing policy efforts to support physical activity, and or pledges a commitment to improve physical activity choices in communities. We have templates/samples available to help you.
  - **Sample letter to policy officials**
  - **Sample proclamation**
- Share your launch day plans and celebrations with us! Please **post your activities** on the National Physical Activity Plan website.