**\*MEDIA ADVISORY\***

**{Name of PTA} to Host “Get Off Your Apps” Physical Activity Event for**

**[Name of City] Families**

**WHAT**:

**On [Date],** [Name of PTA] will host a “Get Off Your Apps” event at [Name of location]. During the event, families will participate in fun, physical activities and games to help inspire active, healthy living.

[Name of PTA] was awarded a grant from National PTA and Goya-Move to host the “Get Off Your Apps” event and engage families in physical activity to help them build more active, healthy lifestyles. [Name of PTA] was one of only 15 PTAs across the country selected to receive a grant.

The “Get Off Your Apps” event and grant program are part of National PTA’s Healthy Lifestyles initiative. The initiative provides PTAs with education and tools to partner with schools and advocate for healthy changes in physical activity and nutrition. In a healthy school:

* All students have opportunities to be physically active on a regular basis.
* All students have access to regular physical education.
* All foods, beverages and snacks sold or served meet National School Nutrition Standards.
* District-wide wellness policies are developed, implemented and evaluated with input from students, parents, staff and interested community members.

During the “Get Off Your Apps” event, families will {Insert activities to be conducted}.

**WHEN**:

{Day and time of “Get Off Your Apps”physical activity event}

**WHERE**:

{Name and address for location of event}

**WHO**:

{List key attendees, such as PTA, school, district and community leaders}

**CONTACT**:

{Name and contact information for PTA}

**About PTA**  
[PTA®](http://www.pta.org/) comprises of families, students, teachers, administrators and business and community leaders devoted to the educational success of children and the promotion of family engagement in schools. PTA is a registered 501(c)(3) nonprofit association that prides itself on being a powerful voice for all children, a relevant resource for families and communities, and a strong advocate for public education. Membership in PTA is open to anyone who wants to be involved and make a difference for the education, health and welfare of children and youth. For more information, visit [PTA.org](https://www.pta.org/).