



FOR IMMEDIATE RELEASE

SPARK Teams Up with ICAN Foundation to Rush Past Childhood Obesity with New Orleans Saints Running Back Pierre Thomas

Partnership aims to decrease “screen-time” and increase physical activity both during school and after school with quality PE programming and community events

San Diego, CA, October 15, 2014 – [SPARK™](#), provider of the world’s most-researched physical education programs, is partnering with [ICAN Foundation](#) to make an immediate impact on the lives of students in Illinois, Louisiana and Mississippi. SPARK and ICAN Foundation will work together to help schools and community centers raise funds or apply for and win grants in order to implement SPARK’s high-quality physical education curricula or afterschool program.

[SHAPE America](#) recommends that school-aged children receive at least [60-minutes of physical activity per day](#). This is hard to achieve if students spend most of the eight-hour school day sitting behind desks. SPARK fights this sedentary school model by making classroom instruction, PE classes and after school programs more physically active. Similarly, the increased amount of time youth spend using electronics is impeding on physical activity after school and on the weekends. Through its community programs and initiatives, ICAN Foundation is helping create more active lifestyles to demonstrate how being active can be fun and rewarding.

“After learning about the similarities of our organizations and the fact that SPARK is the number-one research-based health organization in our country, I knew a partnership was necessary,” said Pierre Thomas, New Orleans Saints running back and founder of ICAN Foundation. “This will be a great opportunity for everyone involved, especially the students.”

“Working with ICAN Foundation is the perfect marriage of ideas for SPARK,” said Paul Rosengard, executive director of SPARK. “With the foundation’s deep community connections in Illinois, Louisiana and Mississippi, and SPARK’s 25 years of experience in schools nationwide, we make a great team. With a joint goal of increasing the amount of physical activity youth receive every day, we know that together we can make an impact on those communities.”



How Can You Help?

Together, ICAN and SPARK will implement research-based programming to help combat childhood obesity in Illinois, Louisiana and Mississippi. Your support, partnership, or donation can assist us in our efforts. Please contact us to learn more and support the effort to combat childhood obesity.

Dr. Kymm Ballard
SPARK Partnership Development Manager
(336) 263-3646
kymm.ballard@sparkpe.org

Vincent Calabrese
ICAN Foundation
(312) 285-9384
calabresevm@gmail.com

About ICAN Foundation

ICAN Foundation was founded by Pierre Thomas, New Orleans Saints running back, in response to the ongoing problem with childhood obesity. ICAN Foundation was established to prevent and educate the children and their parents about the seriousness of childhood obesity in the United States. www.believeican.org

About SPARK

SPARK is a collection of research-based Physical Education, After School, Early Childhood, and Coordinated School Health programs for educators serving Pre-K through 12th grade students. Since 1989, SPARK has provided curriculum materials, teacher training, and consultation to over 100,000 teachers and youth leaders, representing many thousands of schools, organizations, and agencies worldwide. SPARK also helps educators find [physical education grants](#). For more information on SPARK, visit <http://www.sparkpe.org> or email [spark\(at\)sparkpe\(dot\)org](mailto:spark(at)sparkpe(dot)org) or call 1-800-SPARK-PE.

Media Contacts

Katie Fenton
SPARK Marketing Director
800.772.7573 ext. 2212
katie.fenton@sparkpe.org

Kati Elliott
KEH Communications
410-975-9638
kati@kehcomm.com

Rachael Ballard
KEH Communications
410-975-9638
Rachael@kehcomm.com

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