

marathonKIDS®

MOVING. EATING. GROWING. TOGETHER.



WELCOME, PROGRAM CHAMPIONS!

Marathon Kids is more than just a running program. We are a nonprofit organization with a mission to improve the health of children by providing them the motivation, tools and support to live happier and healthier lifestyles. One way we achieve our mission is to partner with organizations like yours, be it an elementary school, homeschool group, faith-based/community-based organization or any other interested group to provide our marquee program, the 26.2 Mile Challenge.



In the 26.2 Mile Challenge, children run or walk the distance of at least one full marathon (26.2 miles) in incremental steps over the course of several months. This can be done in any group setting and is flexible to meet your specific needs. Marathon Kids track their progress using our fun and easy Mileage Log. Additionally, our Fuel Log encourages kids to track when they try different fruits and vegetables and drink plenty of water along the way!

As part of the program, kids and their families, as well as everyone else in their community, are invited to participate in two community-wide and community-led events, the fall Kick Off Ceremony and spring Finisher Celebration, during which Marathon Kids officially start and finish their 26.2-mile journey by running their first and last laps! Participation at events is highly encouraged as part of our proven-effective social support structure.

YOU ARE INVITED TO JOIN MARATHON KIDS IN THE FIGHT AGAINST SEDENTARY LIVING!



We are serious about mitigating the risks of living a sedentary lifestyle through long-term behavior adoption! As an evidence-based program, our 26.2 Mile Challenge has gone through rigorous self and professional evaluations, proving its effectiveness. With confidence, you can know that our program will help you achieve the following:

Marathon Kids are ACTIVE! Participants achieve more minutes of habitual, daily physical activity compared with nonparticipants.

Marathon Kids are CONFIDENT! Participants have a high athletic self-perception compared to nonparticipants.

Marathon Kids EAT HEALTHY! Participants eat more fruits and vegetables compared to nonparticipants.

*To learn more about the research studies that have been done on Marathon Kids, please visit the "Resources" page on our website at www.marathonkids.org.

www.MarathonKids.org



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facebook.com/MarathonKids



PACKET INSTRUCTIONS

This page will provide a brief overview of everything that's in this packet, as well as give you a few tips on how to set up the 26.2 Mile Challenge at your school.

TIMELINE

This timeline incorporates three distinct groups of Marathon Kids constituents: School/Parent Champions, the School Community (faculty, administration, parents, etc.) and Marathon Kids participants. Use this to help plan out your year.

PROGRAM COMPONENTS

This document explains how Marathon Kids works with schools and communities to improve the health of children. This is for you to reference and also share with your school's administration, faculty and parent population.

BY THE NUMBERS

Another educational document that shows the impact of Marathon Kids. Share this document in conjunction with the Program Components to help explain what Marathon Kids is and garner support for the program at your school.

STUDENT REGISTRATION FORM

This document is directed towards parents of Marathon Kids and explains the 26.2 Mile Challenge. Use this form if your school requires parent permission for participation in Marathon Kids. **NOTE: Marathon Kids does not require this form be filled out, nor do we request completed forms be returned to our office.** This is strictly for use at your school.

WELCOME, PARENTS!

This document is for ALL parents. The program is explained to parents, and they are asked to take the attached Marathon Kids Parent Pledge and support their child throughout the year. **NOTE: Marathon Kids requests that all Parent Pledges be completed online or sent to our headquarters at P.O. Box 41317, Austin, TX 78704.**

BECOME A PARENT CHAMPION FLYER

Use this handout in addition to either the Student Registration Form or the Welcome, Parents! letter to recruit your school's Parent Champion. The flyer contains both an English and Spanish form.

KICK OFF CEREMONY FLYER

Use this blank template to fill in the details for your city's Kick Off Ceremony. Send home to parents and anyone else who might be interested, including school faculty and administration. This document is provided in both English and Spanish.

PARTICIPANT REGISTRATION SHEET

Use this spreadsheet to help organize your participants during the registration process. This is only for your reference to help you track your registration numbers. Make as many copies as needed.



MARATHON KIDS 26.2 MILE CHALLENGE: GENERAL TIMELINE

MK PROGRAM CHAMPIONS

Plan for the Year:
1. Identify your Program Champions
2. Ready your program tracking tools
3. Set your program goals
4. Promote the 26.2 Mile Challenge throughout your community

Register:
Registration opens for all new schools. Please contact us at programs@marathonkids.org if this is the first time you will have registered with us. We accept payment via check, credit card or PayPal account

Kick Off Ceremony:
Plan and participate in your community's Kick Off Ceremony and cheer on all of your Marathon Kids

Model the Way:
Show your kids that you also enjoy living an active, healthy lifestyle and have a blast while doing so

Finisher Data:
Submit your Finisher Data by logging into your MK account at www.marathonkids.org

Finisher Celebration:
Plan and participate in your community's Finisher Celebration

Attend the Kick Off Ceremony!
Start your 26.2 Mile Challenge off strongly with your family and friends!

Track your progress towards achieving your goals!

Don't stop running!
Healthy bodies help you in school and at home!



Commit to achieving the goals set by your Program Champions!



Run. Eat. Grow. Together.



Congratulations!
Celebrate achieving your goal at the Finisher Celebration!



MARATHON KIDS PARTICIPANTS

COMMUNITY MEMBERS

Please take the Marathon Kids Parent Pledge online at www.marathonkids.org and support your Marathon Kids as they start their journey

Cheer on all of the amazing Marathon Kids at the MK Kick Off Ceremony. Social support is key to healthy behavior change, and the more support participants receive at our events, the more likely they are to achieve their goals

Model the way for your kids by trying to eat lots of healthy food and by getting plenty of physical activity every single day

Cheer on all of the Marathon Kids at their Finisher Celebration!

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PROGRAM COMPONENTS

Marathon Kids is the only EVIDENCE-BASED, SCHOOL-BASED, RUNNING/WALKING and HEALTHY LIFESTYLE program for children in the country. The following points show how our program, the 26.2 Mile Challenge, works to mitigate the risks of sedentary lifestyles through school/organization-wide culture change and long-term behavior change for our participants.

WE HELP SCHOOLS & ORGANIZATIONS MEET THEIR GOALS

- Align our program with state and national physical activity standards
- Align our program with coordinated school health curriculum
- Provide end of year reporting for Program Champions and organization/district personnel
- Provide easy-to-use and adjustable tracking tools for miles and healthy eating
- Provide educational webinars from leading doctors and educators in the field

WE HELP KIDS MEET THEIR GOALS

- Provide programming goals based on 60 min/day MVPA as recommended by US Health and Human Services
- Provide programming goals based on 12,000 steps/day as recommended by the Presidential Physical Fitness Program
- Provide healthy eating checklist aligned with My Plate recommendations

WE BRING THE COMMUNITY TOGETHER

- Community-wide and community-led Kick Off Ceremony event
- Community-wide and community-led Finisher Celebration event
- Teachers, district/program administrators, community leaders, parents and families are encouraged to join their school/organization's Marathon Kids online community

WE GET PARENTS INVOLVED

- We train and provide guidance to a Marathon Kids Parent Champion in each school/organization
- Parents of Marathon Kids take our Parent Pledge and commit to helping their kids reach their goals
- Parents sign up to receive a monthly newsletter with health education
- Parents sign up to receive fun and informative text messages regarding health and wellness

WE REWARD AND INCENTIVIZE

- Finisher Shirt for those that complete 26.2 miles
- Stickers and tattoos along the way
- Champion Shirt for those adults who run the program

WE KEEP IT SIMPLE, FLEXIBLE AND FUN!

- Our simple, informative and fun online guidebook takes Program Champions through each step of the program
- Schools & organizations choose the amount of time they will dedicate to Marathon Kids each week and we provide goals accordingly
- Schools & organizations choose if they want to run the program before or after school, during activity breaks, recess, PE class, running clubs, etc.

“OUR STUDENTS ARE MORE AWARE OF THE IMPORTANCE OF LIVING A HEALTHY LIFE THROUGH FUNDAMENTAL EXERCISE. THEY HAVE INVOLVED THEIR ENTIRE FAMILIES IN WALKING OR RUNNING DAILY.”

- ABRAHAM MACMILLAN, PROGRAM CHAMPION AT ROJAS ELEMENTARY

MARATHON KIDS ARE **ACTIVE!**

PARTICIPANTS ACHIEVE MORE MINUTES OF HABITUAL, DAILY PHYSICAL ACTIVITY COMPARED WITH NONPARTICIPANTS



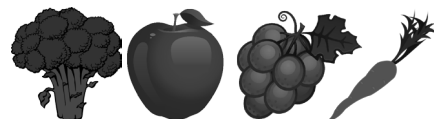
MARATHON KIDS ARE **CONFIDENT!**

PARTICIPANTS HAVE A HIGHER ATHLETIC SELF-PERCEPTION COMPARED TO NONPARTICIPANTS



MARATHON KIDS ARE **HEALTHY EATERS!**

PARTICIPANTS EAT MORE FRUITS AND VEGETABLES COMPARED TO NONPARTICIPANTS



7,400,000

MILES RUN IN 2013-2014



300,000+

MARATHONERS DURING 2013-2014

*EVERY SCHOOL AND ORGANIZATION IN THE COUNTRY IS NOW WELCOME TO PARTICIPATE IN THE 26.2 MILE CHALLENGE

840+ SCHOOLS

REGISTERED FOR 2013-2014



OVER 70% TITLE I

85% OF ORGANIZATIONS RETURN TO RUN OUR PROGRAM EVERY YEAR



STUDENT REGISTRATION FORM

*School Champions, use this form if your school requires parent permission.

Welcome Parents! Marathon Kids is more than a running program. We are a non-profit organization with a mission to improve the health of children by providing them the motivation, tools and support to live happier and healthier lifestyles. One way we achieve our mission is by partnering with elementary schools to provide our marquee program, the 26.2 Mile Challenge.

This year, your child will:

- ✓ Run or walk at least 26.2 miles in small increments over the course of several months
- ✓ Support his/her peers along the way
- ✓ Track his/her progress using our fun and easy Mileage Log
- ✓ Be encouraged to try fruits and veggies and drink plenty of water along the way with our Fuel Log

HERE'S HOW IT WORKS



Step 1: Complete this form & return to your school



Step 2: Your MK teacher will register your school online



Step 3: Cheer on your child at the Kick Off Ceremony



Step 4: Support your child by being a healthy model



Step 5: Cheer on your child at the Finisher Celebration



Step 6: Encourage your child to continue living a healthy lifestyle

www.MarathonKids.org



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facebook.com/MarathonKids

TEAR OFF AND SEND THIS HALF BACK TO YOUR CHILD'S TEACHER



Student:

I, _____ commit to finishing a "marathon" in the Marathon Kids program.

School: _____

Classroom Teacher/ Grade: _____

Parent/Guardian:

I, _____ commit to encourage and support my child to reach his/her goal of finishing a marathon in the Marathon Kids program.

SIGNATURE

PARENT EMAIL ADDRESS



Your Child's Shirt Size:

PLEASE CIRCLE ONE

Youth Size S M L

Adult Size S M L XL

Superhero Strategy: Finisher Shirts will be sent in Spring 2015. Keep in mind that your child will grow between now and then when selecting a shirt size!

DATE

WAIVER: In consideration of your acceptance of this entry form, I hereby release any and all groups, people, sponsors, officials and owners of the facilities used for events connected with the Marathon Kids program from any and all injuries to myself or my child at said events. I further certify that my child is physically fit to participate in the program.



FORMULARIO DE INSCRIPCIÓN ESTUDIANTIL

¡Bienvenidos Padres! Marathon Kids es más que un programa de correr. Somos una organización sin fin de lucro, y nuestra misión es mejorar la salud de niños por proveerles la motivación, las herramientas, y el apoyo para tener un estilo de vida más saludable. Una manera en que realizamos esta meta es por colaborar con escuelas primarias para proveer nuestro programa principal, el Reto de 26.2 Millas.

Este año, su hijo/a va a:

- ✓ Correr o caminar 26.2 miles (al mínimo) en incrementos pequeños a través de varios meses.
- ✓ Apoyar a sus compañeros en su camino.
- ✓ Monitorizar su progreso usando nuestro Registro de Millaje.
- ✓ Ser motivado/a a comer frutas y verduras y tomar mucho agua con nuestro Registro de Energía.

¿COMO SE HACE?



1: Completar este formulario & devolverlo a la escuela



2: Su maestro de MK inscribirá la escuela en el internet



3: Celebrar con su hijo en la Ceremonia de Inauguración



4: Apoyar a su hijo por ser buen modelo



5: Celebrar con su hijo en la Celebración de Meta



6: Anime a su hijo a seguir viviendo un estilo de vida saludable

www.MarathonKids.org



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facebook.com/MarathonKids

DEVUELVA ESTA PORCIÓN ABAJO AL MAESTRO DE SU HIJO



Alumno:

Yo, _____ me comprometo a completar un "maratón" en el programa de Marathon Kids.

Escuela: _____

Maestro / Grado: _____

Padre/Guardián:

Yo, _____ me comprometo a alentar y apoyar a mi hijo/a en la realización de su meta de completar un maratón en el programa de Marathon Kids.

FIRMA DE PADRE

CORREO ELECTRONICO DE PADRE



Talla de Camiseta de Niño/a: FAVOR DE MARCAR UNO

Talla de Joven S M L

Talla de Adulto S M L XL

Consejo de Hannah: Las camisetas se enviarán en la primavera 2015. Escoja la talla tomándose en cuenta que su niño crecerá durante el año.

FECHA

RENUNCIA: En consideración de su aceptación de este formulario, yo libero los patrocinadores, funcionarios, propietarios de las instalaciones utilizadas para este evento y los grupos de todas y cada una las personas o las instalaciones relacionadas con Marathon Kids® para cualquier programa y todos los heridos a mi mismo o a mi hijo/a en dichos eventos. Además, certifico que mi hijo/a esta físicamente apto para participar en el programa.



WELCOME, PARENTS!

WE'RE HERE TO HELP

Model the Way: Marathon Kids is more than a running program. We are a non-profit organization with a mission to improve the health of children by providing them the motivation, tools and support to live happier and healthier lifestyles. One way we achieve our mission is to partner with elementary schools to provide our marquee program, the 26.2 Mile Challenge.

We are excited to announce that your child's school has chosen to be a part of this evidence-based program! This year your child will run or walk at least 26.2 miles in small increments over the course of several months. Your child will track his/her progress using our fun and simple Mileage Log. Our Fuel Log is designed to encourage him/her to track when they try different fruits and vegetables and drink plenty of water along the way.

We can't do this without you! Please take the Marathon Kids Parent Pledge online at www.marathonkids.org or below and commit to supporting your child throughout his/her journey. Mail to PO Box 41317, Austin, TX 78704

PARENT PLEDGE

CHILD'S SCHOOL _____ CHILD'S GRADE LEVEL _____ M or F
CHILD'S GENDER (circle)

I, _____, (please print full name)

COMMIT TO ENCOURAGING MY CHILD BY:

(Please check each box)

- Modeling the Way:**
- (1) I will ask questions about his/her progress in the 26.2 Mile Challenge..... ☐
 - (2) I will run/walk with him/her when possible..... ☐
 - (3) I will offer fruits and vegetables during snacks/meals at home whenever I can..... ☐
 - (4) I will try to limit my child's screen time to no more than two hours a day..... ☐

Social Support at Events: I understand the importance of the **Kick Off Ceremony** and the **Finisher Celebration** and commit to bringing my child to them if possible..... ☐

KICK OFF CEREMONY DETAILS:

Promoting Physical Activity: The US Department of Health and Human Services recommends that children ages 6-17 receive at least **60 minutes** of moderate-to-vigorous physical activity (MVPA) and **12,000 steps daily** to mitigate the effects of sedentary living. I commit to helping my child achieve their daily goals by providing MVPA opportunities outside of regular school hours..... ☐



Superhero Strategy (Check the boxes at right if interested in the following. We will contact you!):

- *I would like to learn more about the Parent Champion role at my school..... ☐
- *I am a runner and would enjoy running on behalf of Marathon Kids..... ☐
- *I would like to receive text updates about the Marathon Kids program..... ☐
- *I would like to sign up to receive the Marathon Kids newsletter..... ☐
- *I am interested in doing something like this program with my co-workers..... ☐

SIGNATURE _____

DATE _____

PARENT EMAIL ADDRESS _____

CELL PHONE (for texts) _____

PARENT STREET ADDRESS _____

CITY _____

STATE _____

ZIP _____



¡BIENVENIDOS, PADRES!

ESTAMOS AQUI PARA AYUDAR

Ser Buen Modelo: Marathon Kids es más que un programa de correr. Somos una organización sin fin de lucro, y nuestra misión es mejorar la salud de niños por proveerles la motivación, las herramientas, y el apoyo para tener un estilo de vida más saludable.

Estamos emocionados por anunciar que la escuela de su hijo ha decidido ser parte de este programa basado en evidencia. Este año su hijo va a correr o caminar al menos 26.2 millas en incrementos pequeños a través de varios meses. Su hijo/a monitorizará su progreso usando nuestro Registro de Millaje. El Registro de Alimentos se usa para motivarle a su hijo a probar nuevas frutas y verduras, y tomar bastante agua en el camino.

No podemos lograr sin usted! Favor de firmar La Promesa de Padres y comprométase a apoyar a su hijo durante su camino. Firme en www.marathonkids.org, o llene el formulario abajo y envíe por correo a PO Box 41317, Austin, TX 78704.



ESCUELA DE SU HIJO

GRADO / NIVEL

M o F
GENERO DE NIÑO

Yo, _____, (escriba su nombre)

PROMETO QUE YO ALENTARÉ A MI HIJO/A POR:

(Marque cada uno abajo)

Ser Buen
Modelo:

- (1) Preguntar sobre su progreso en el Reto de 26.2 Millas..... ☐
- (2) Correr o caminar con el/ella cuando sea posible..... ☐
- (3) Ofrecer frutas y verduras en el hogar cuando sea posible..... ☐
- (4) Intentar a limitar el tiempo que pase mi hijo/a en frente de pantallas electrónicas a dos horas. ☐

Apoyo
social en
Eventos:

Yo comprendo la importancia de la **Ceremonia de Inauguración** y la **Celebración de Meta** comprometo a traer a mi hijo/a cuando sea posible:..... ☐



CEREMONIA DE INAUGURACION:



Promover
Actividad
Física

El Departamento de Salud y Servicios Humanos de EE.UU. recomienda que los niños entre 6-17 años reciban al menos **60 minutos** de actividad física (MVPA) y **12.000 pasos diarios** para mitigar los efectos de una vida sedentaria. Yo prometo que ayudaré a mi hijo/a en realizar sus metas diarios por proveer oportunidades para estar físicamente activo fuera de las horas de escuela..... ☐



Estrategia de Superhéroe (Marque aquí si está interesado/a en las oportunidades abajo):

- *Quiero aprender más sobre el papel del Campeón de Padres en nuestra escuela..... ☐
- *Yo soy corredor/a y me gustaría correr de parte de Marathon Kids..... ☐
- *Quiero recibir noticias de Marathon Kids por mensaje de texto..... ☐
- *Quiero recibir el boletín de Marathon Kids..... ☐
- *Estoy interesado/a en hacer algo como este programa con mis compañeros de trabajo..... ☐

FIRMA

FECHA

CORREO ELECTRÓNICO

TEL. CEL. (para mensajes de texto)

DOMICILIO DE PADRE

CIUDAD, ESTADO

CÓDIGO POSTAL

PROMESA DE PADRE



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BECOME A MARATHON KIDS PARENT CHAMPION!

WHAT IS EXPECTED?

- **Work closely with the School Champion** to implement the 26.2 Mile Challenge
- **Provide outreach** to other Parents of Marathon Kids to help families get active
- **Increase awareness** about Marathon Kids in the school and community

P.O. Box 41317, Austin, TX 78704

WHY SERVE?

- **Connect with parents & teachers** to promote healthy living at your child(ren)'s school
- **Get ideas for healthy food & fitness activities** for your family and community
- **Strengthen relationships & foster good communication** with your school's administrative personnel

E-mail: programs@marathonkids.org

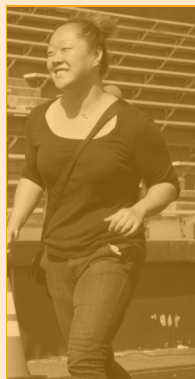
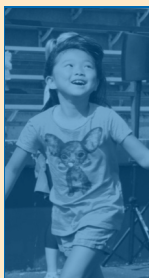
MORE INFORMATION:

Join the growing movement of Parent Champions! To learn more about the Parent Champion role or to sign up to be your school's Parent Champion

Connect with us online:
www.marathonkids.org

Watch our new video on YouTube:
<http://youtu.be/FFwWF2TA7XM>

Phone: (512) 477-1259



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¡SEA UN CAMPEÓN DE PADRES DE MARATHON KIDS!

¿QUÉ SE ESPERA?

- **Colaborar con el Campeón de Escuela** para implementar el Reto de 26.2 Millas
- **Correr la voz** entre padres de MK para que las familias puedan ser activos juntos
- **Aumentar conocimiento** de Marathon Kids en la escuela y la comunidad

P.O. Box 41317, Austin, TX 78704

¿POR QUÉ SER VOLUNTARIO?

- **Conocer a otros padres & maestros y trabajar juntos** para promover una cultura saludable en la escuela
- **Conseguir ideas para actividades físicas y buena alimentación** para su familia y comunidad
- **Fortalecer colaboración y comunicación** con administración de su escuela

E-mail: programs@marathonkids.org

¿MÁS INFORMACIÓN?

¡Júntese con el movimiento creciente de Campeones de Padres! Para aprender mas sobre este papel, o para inscribirse como el/la Campeón de Padres de su escuela:

Conéctese en la red:
www.marathonkids.org

Ver nuestro nuevo video en YouTube:
<http://youtu.be/FFwWF2TA7XM>

Teléfono: (512) 477-1259

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JOIN US FOR THE KICK OFF CEREMONY!

WHO: MARATHON KIDS, FAMILY MEMBERS AND TEACHERS

WHY: TO CELEBRATE THE CEREMONIAL START OF THE 26.2 MILE CHALLENGE

WHERE: _____

WHEN: _____

SEE YOU THERE!

MORE INFORMATION



WE'RE THE MARATHON KIDS, and we want YOU to join us at the Kick Off Ceremony. This is your chance to start your 26.2 mile journey off in a strong way! Family members and teachers are encouraged to attend and participate together.

Madison's Strategy:

Andrew's Strategy:

Hannah's Strategy:

Luis's Strategy:

Dress comfortably & remember sunscreen- we run rain or shine

Bring water and healthy snacks to fuel your run

Get noticed- bring a creative school sign, noisemakers & cheer

Remember where you will be meeting your group

FROM YOUR TEACHER:

Please check to see if your school's group will be meeting outside the stadium in order to sit together. Plan to arrive early. For everyone's safety, please do not attempt to save large groups of seats. **Here are your school's specific details for event day:**



MEET UP

BUS WILL LEAVE

BUS WILL RETURN

www.MarathonKids.org



[@MarathonKids](https://twitter.com/MarathonKids)



facebook.com/MarathonKids

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ACOMPÁÑANOS PARA LA CEREMONIA DE INAUGURACIÓN DE MARATHON KIDS!

¿QUIÉNES?

MARATHON KIDS, PARIENTES Y MAESTROS

¿POR QUÉ?

PARA CELEBRAR EL INICIO DEL RETO DE 26.2 MILLAS

¿DÓNDE?

¿CUÁNDO?

¡NOS VEMOS AHÍ!



MÁS INFORMACIÓN

SOMOS LOS MARATHON KIDS, y queremos que USTEDES nos acompañen en La Ceremonia de Inauguración. ¡Es la oportunidad de iniciar el camino de 26.2 millas con fuerza! Miembros de familia y maestros son invitados a participar juntos con los niños.

Consejo de Madison: Vestirse confortablemente y para el clima: corremos lluvia o trueno!
Consejo de Andrew: Traer agua y aperitivos saludables para energía.
Consejo de Hannah: Traer pancartas con el nombre de su escuela.
Consejo de Luis: Averiguar donde se va a reunir su grupo.

UN MENSAJE DE SU MAESTRO:

Favor de averiguar si un grupo se va a reunir fuera del estadio para que se sienten juntos. Lleguen temprano. Para la seguridad de todos, por favor no guarden secciones de asientos para otros que vienen más tarde.

Aquí están los detalles para su escuela:



NOS ENCONTRAMOS

AUTOBÚS SALE A LAS:

REGRESA A LAS:

www.MarathonKids.org



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facebook.com/MarathonKids



PARTICIPANT REGISTRATION SHEET

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