



Sedentary Lifestyle and Poor Food Choice are the Problem

The vast majority of children in the United States spend most of the day sitting down: in their classrooms, reading, watching television, using computers or playing video games - with little or no vigorous physical exercise. Meanwhile, nutritionally deficient and calorie-dense foods are within easy reach.

Scientific evidence confirms the link between 1) sedentary lifestyle and poor diet, and 2) the likelihood of developing a host of chronic health conditions – obesity, diabetes, hypertension, depression and anxiety, and more. The future health of the nation is at stake.

Marathon Kids is the Answer



How Do We Do It?

Our evidence-based approach focuses on physical activity and rewarding and incenting healthy food choices. Partnering with schools and families, community-based organizations, and sponsors like you, we ask K-5th Graders to commit to and complete at least one 26.2 Mile Challenge, and a Checklist of Healthy Eating, over the course of their participation in the program. **And we have been succeeding for 19 years.**

What is Marathon Kids?

Marathon Kids is a nonprofit organization committed to improving the health of children by providing them the tools, motivation and support to live happier, healthier lifestyles. Marathon Kids was founded in 1995 in Austin, Texas. Our goal then was to encourage children and their families to find joy in movement and making healthy food choices. Now our goal is even greater – to mitigate the effects of our modern sedentary lifestyle and give every child a fair run at health.

Since 1995, more than **1.6 million children** in the United States have completed the 26.2 Mile Challenge, all at no cost to the school or child.

How does Marathon Kids work?

We provide a comprehensive 26.2 Mile Challenge guidebook to Program Champions (the adults who implement our program) with all the tools they need for success.



We lead educational trainings, webinars, conduct school visits and hold community-wide events, all facilitating our children's abilities to make healthier choices for themselves – at school, at home, and in the community. We incentivize healthy choices through branded rewards – such as water bottles, t-shirts and medals, using proven-effective measures of incentivization and social support to foster healthy behavior adoption in hundreds of thousands of children every year.

Children running, walking and making healthy choices!

Marathon Kids are challenged to run or walk their 26.2 miles in ½ or ¼ mile increments in 15 weeks or less, with the support of their Program Champions, classmates, parents and community. After each leg of their challenge, children color in their Mileage Log to visually track their progress. Their Fuel Log, with a Checklist of Healthy Eating, encourages them to eat more fruits and vegetables and increase water consumption. Two community-wide events bookend the program year – the Kick-Off Ceremony and the Finisher Medal Celebration – to which we invite parents, friends, teachers, community leaders and sponsors like you, to show our support for the children's accomplishments!

What is Marathon Families?

Marathon Families is the home-based version of the 26.2 Mile Challenge. Drawing on the success of our school-based program, Marathon Families is paving the way for inter-generational healthy living for the whole family – providing a support system and tracking mechanism to foster physical activity and healthy eating choices. It is now delivered as a freestanding opportunity for any family – or even business team – to create a happier, healthier lifestyle together.



Investing Locally

Businesses and corporations have an important role to play in their communities as leaders and corporate citizens. By partnering with Marathon Kids and investing in the communities where you do business and where your team-members live, work and play, you will develop rich connections with schools, families and your community. Marathon Kids is a dynamic organization, offering you tools to build workplace wellness, inspire team engagement, and profit from multi-level marketing. We are a gateway to community impact that will define and enhance the philanthropic identity of your business for years to come.

Does the program work? YES!

Studies conducted by the University of Texas School of Public Health show that children who participate in Marathon Kids' programs show significant improvement in 3 key areas:

- More habitual minutes of daily exercise
- Improved athletic self-perception
- Increased fruit and veggie consumption

We have over an 85% loyalty rate among schools, who return to run our program year after year, and we enjoy many longstanding relationships with our partners and sponsors.

So what are you waiting for? Join Marathon Kids and #ChooseToMove!

