



Sioux Empire United Way

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For Immediate Release

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New Local Program Targets Childhood Obesity

Sioux Falls, SD – Recent nationwide statistics show that 20% of children and 66% of adults are overweight. Studies show that in Sioux Falls, those numbers jump to 30% of children and 67% of adults who are overweight. Furthermore, national standards in physical education are that each child should receive 150 minutes weekly or 60 minutes daily of physical education, while locally elementary schools currently have two 35 minute sessions of physical education each week.

An exciting, interactive, multi-media approach to educating and providing physical activity to students is beginning this week at Harvey Dunn Elementary School. HOPSports goal is to create positive, healthy habits for students and staff using the school environment as the delivery vehicle. The program utilizes multi-media lessons taught by athletes including Cal Ripken Jr., Scottie Pippen and Olympian Nicole Giordano. Along with providing students a foundation for a healthy and fit lifestyle, the program also involves their parents.

The HOPSports training system meets the needs of today's tech-savvy youth by providing instruction that will hold students accountable and meet the needs of a diverse population. In order to reverse the trend of the childhood obesity epidemic, it is important that schools and communities work together to find creative ways to teach children how and why they should be physically active for a lifetime.

The public is invited to attend and participate in HOPSports Kickoff Event on Friday, September 12 at Harvey Dunn Elementary (3400 S Bahnson Ave) beginning at 3pm. To RSVP for the event, please contact John Rodman, Physical Education Specialist at Harvey Dunn at 376-9041. HOPSports is a partnership of Sioux Falls' Growing Healthy Initiative and the Sioux Falls School District with financial support from Sioux Empire United Way. For more information, please contact Brandi Miller, Sioux Empire United Way Marketing Director at 336-2095 or Denise Nelson, Growing Health Coordinator at 351-9422.

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