First Lady Kicks Off New Active Schools Program With $50M From Nike

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First Lady Michelle Obama just launched the “Let’s Move!” Active Schools initiative to bring physical activity back to schools, and Nike is stepping up with $50 million in funding, according to a statement by the White House. The initiative hopes to reach 50,000 schools during the next five years. It will also receive at combined total of $20 million in additional funding from the GENYOUth Foundation, ChildObesity180, Kaiser Permanente and the General Mills Foundation.

The “Let’s Move!” Active Schools initiative combines elements from existing programs and new resources in order to provide the necessary support for schools to encourage physical activity among students. The aim is to help students get 60 minutes of physical activity throughout the school day.

“With each passing year, schools feel like it’s just getting harder to find the time, the money and the will to help our kids be active. But just because it’s hard doesn’t mean we should stop trying—it means we should try harder. It means that all of us—not just educators, but businesses and nonprofits and ordinary citizens—we all need to dig deeper and start getting even more creative,” the first lady said.

Free resources such as in-person trainings, program activation grants and personal assistance from certified professionals will be accessible to participating schools.

Click here to see what else Michelle Obama has been up to.

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