



GODDARD SCHOOLS NATIONWIDE KICKS OFF THE “GET ACTIVE” INITIATIVE TO KEEP YOUNGSTERS MOVING

Feb. 22, 2010 – Michelle Obama recently announced “Let’s Move,” a national campaign to combat childhood obesity through fitness and nutrition programs. Every day inside and outside the classroom, 350- plus Goddard Schools nationwide take great strides to get preschoolers, toddlers and infants up and moving.

Placing children on the right path to living and maintaining a healthy lifestyle is essential, and that is why Goddard, the country’s leading child care franchise company, initiated its “Get Active” campaign. From yoga to dance, dramatic play to music and movement, Goddard has been at the forefront of promoting children’s health by encouraging kids to get active throughout the day.

“It’s important that children learn, at an early age, how to lead a healthy lifestyle,” said Joseph Schumacher, Chief Executive Officer at Goddard Systems, Inc. “Our proactive approach and innovative early childhood programs are ideal for promoting physical activity in young children and for laying the foundation for gross motor development.”

To encourage kids to “Get Active,” education experts at Goddard offer some simple and helpful ideas that you can do at home with your young child:

1. **Take It Outside** – Limit “screen time” and encourage your child to go outside and PLAY. Have a relay race, set up an obstacle course or bring back one of your favorite childhood pastimes like hopscotch or jump rope.
2. **It’s In Your Nature** – Take your child on a nature walk. Use this great opportunity to talk to your child about plants and animals you see while getting fresh air and exercise.
3. **Get Dramatic** – When you’re transitioning a child from one activity to another – like play time to dinner time - ask them to move like their favorite animal. Hop like a kangaroo, slither like a snake or waddle like a duck.
4. **Be a Good Sport** – Preschool age children love to learn the basic rules of popular sports and games. Take this opportunity to talk about sportsmanship.
5. **Be Free** – Remember free play? Let go of some structure, and encourage your children to use their imaginations in their indoor and outdoor play.
6. **Stretch It Out** – Preschoolers love basic yoga moves. Take a few minutes each day to stretch with your little one.
7. **Put Some Movement In Your Music** – When you sing songs or listen to music with young children, encourage them to dance with scarves, make up movements to go with the lyrics or just DANCE and move their bodies to the music.

About Goddard Systems, Inc. www.goddardschool.com

Recently named #1 Childcare Franchise in the United States by Entrepreneur magazine, for the ninth consecutive year (January 2010) and one of the Top 200 Franchise Systems (in worldwide sales), by Franchise Times for the second consecutive year (October 2008), Goddard Systems, Inc. (GSI) is expanding The Goddard School® network throughout the United States. Headquartered in King of Prussia, Pennsylvania, GSI currently licenses 350+ franchised schools with more than 40,000 students in 37 states. With a successful system in place and dedicated franchisees, GSI is the acknowledged leader in franchised childcare and a premier childcare provider in the United States. Goddard is owned by Wind River Holdings, L.P.