



Rick
Julie
Karin

Advisory Council Co-Chairs: Troy Aikman & Kenneth Cooper, M.D., M.P.H.

Dear Dr. J.D. Kennedy,

We have exciting news to share! Thirteen of the schools in McKinney ISD have been selected for the Healthy Zone School Recognition Program® this year.

The Healthy Zone School Recognition Program, developed through a partnership between United Way of Metropolitan Dallas and The Cooper Institute®, is a rigorous two-fold program designed to recognize and reward schools for their healthy practices. Schools undergo a competitive application process to be selected for participation in the program, and receive a three-year designation as a Healthy Zone School – In Training, with an annual opportunity to be apply for Healthy Zone School status. This year the program is expected to impact over 50,000 students.

Because children spend more than 2,000 hours in schools each year – schools are an ideal setting for helping our children adopt healthy habits that will last a lifetime. And physically fit students perform well on standardized tests, have better attendance and encounter fewer disciplinary actions.

We invite you to join us in recognizing this year's Healthy Zone Schools by posting a message on social media, sending a congratulations note to the schools and encouraging other schools to apply. To learn more, please visit UnitedWayDallas.org/HealthyZone.

We appreciate your outstanding civic leadership and all you do to improve our community.

Sincerely,

Jessica Galle Shaw

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Norma Candelaria

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The Cooper Institute
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Sample Facebook Post:

Congratulations to this year's #HealthyZone Schools! @United Way of Metropolitan Dallas and @The Cooper Institute are announcing the 2014-2015 schools this week! Selected schools receive funding for equipment and health and nutrition materials. To learn more and to see a full list of schools www.UnitedWayDallas.org/HealthyZone

Sample Twitter Post:

Congratulations to this year's @UnitedWayDallas @CooperInstitute #HealthyZone Schools! 50,000 students making healthy choices! For a full list of schools www.UnitedWayDallas.org/HealthyZone

HealthyZoneSchool.com | Healthy Zone School Recognition Program | Endorsed by the Texas Education Agency
United Way of Metropolitan Dallas: 1800 N. Lamar St., Dallas, TX 75202 | 214.978.0000
The Cooper Institute: 12330 Preston Rd., Dallas, TX 75230 | 972.341.3200

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