

WHAT IS BOKS

BOKS (**B**uild **O**ur **K**ids' **S**uccess), is a physical activity program aimed to enhance academic performance and the overall health of kids through physical activity. BOKS was founded on the principle Active Kids = Active Minds. BOKS brings to elementary schools a robust program that is **FREE for school and students to enroll**. The mission of BOKS is to empower communities to help youth of this generation embrace healthy habits that will last a lifetime.

WHY IS BOKS NECESSARY?

In 2015 Canadian children received a D minus grade on the Global Report Card for kids Physical Activity (report card found at www.activehealthykids.com). In fact, a failing or unsatisfactory grade for PA has been assigned to Canada every year since that Report Card was first released 10 years ago. Our kids need help to improve their physical activity grades and BOKS is a nationwide effort that will help enable our youth with the skills and knowledge needed to be physically active for the rest of their lives.

BOKS COLLABORATIVE EFFORT

BOKS is an initiative of the Reebok Canada Fitness Foundation in partnership with the Public Health Agency of Canada, the Canadian Football League and PROPEL (University of Waterloo) to expand and enhance physical activity in Canadian elementary schools. As part of the agreement, PHAC is contributing 4.8 million dollars over the next 5 years reinforcing their commitment to help all students meet the medically recommended goal of 60 minutes of physical activity every day. This partnership will help to equip over 450 schools with program curriculum, BOKS “get-started” equipment, CFL mentorship, training resources and ongoing program support.

THE BOKS INSPIRATION

In 2009 Kathleen Tullie, co-founder and Executive Director of BOKS, read the book *Spark*, by Dr. John Ratey. Dr. Ratey’s research shows that “exercise is the single most powerful tool that we have to optimize the function of our brains.” *Spark*, which clearly defines why kids should be active before starting their daily classes, inspired Kathleen to create a physical activity program at her children’s elementary school. With school approval and a team of passionate volunteers, BOKS was launched.

BOKS HISTORY OF SUCCESS

BOKS was launched in 2009 and has shared the stage with First Lady Michelle Obama to promote the benefits of being active. The program has forged important alliances around the world and is actively running in over 1200 schools globally including the United States, Japan, India, Panama and Canada. Kathleen Tullie, Executive Director of BOKS, states unequivocally that **the reason for the program's success is a perfect combination of passion from parents, educators and school staff that have the motivation to make a difference in children's lives.**

