Dear [Insert Name or Sir/Madam],

**Re: Dame Kelly Holmes launches a new Physical Activity Challenge**

We’re very pleased to announce your school has been chosen to benefit from the Golden Mile Physical Activity programme. The Golden Mile is a safe, simple and measurable physical activity programme, with over 100,000 children actively taking part and over 1 million miles covered!

**Is your school ready for the #goforgoldchallenge?**

We’re challenging all our partner schools to take part in the ***Go for Gold Challenge*** which encourages pupils to clock up as many miles as possible with the winning schools receiving some fantastic prizes.

You may have seen us on the news last week with Dame Kelly Holmes, discussing how a recent study revealed 38% of parents have no idea how to tell whether their children get enough exercise. The Golden Mile ambassador said she was shocked by the findings and believes families need more support to get active.

*“This study highlights the confusion faced by parents across the country concerning physical activity levels in children. We need to get children doing more physical activity and get them feeling good about themselves. We will then have a nation of happier, healthier children.” – Dame Kelly Holmes.*

The #GoForGoldChallenge sees schools compete against each other over a 4 school week period from May 22nd to June 26th, with the aim of clocking up the most miles on average per pupil in order to win great prizes including 5 Olympic Athlete visits, 20 free sports days and 50 free health and wellbeing sessions.

To find out more about The Golden Mile, or to sign up for #GoForGoldChallenge visit our website -<http://sport.premier-education.com/schoolservices/goforgold>

It is simple to set up the Golden Mile yourself, and there is still plenty of time to join in the competition. If you have any questions, please do not hesitate to contact us!

[Insert Name]

[Insert Contact Number]

**[Insert Job Title]**