**PRESS RELEASE**

**For Immediate Release** Contact:

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**Move It Outside encourages outdoor play as a celebration of upcoming Screen-Free week.**

[INSERT TOWN, Pa.] (May XX, 202X) – Across Pennsylvania youth and families will be celebrating Move it Outside on May 4th, 2022.

[INSERT SCHOOL/ORGANIZATION NAME] is joining in this statewide event, which is celebrated in the beginning of May to support Screen-Free Week 202X.

Screen-Free Week isn’t just about snubbing screens for seven days; it’s a springboard for important lifestyle changes that will improve well-being and quality of life all year round.

As an alternative to screen time, [INSERT SCHOOL/ORGANIZATION NAME]will host a Move it Outside event featuring[INSERT LOCATION AND DETAILS OF EVENT].

“Outdoor play is a critical part of healthy childhood development,” noted [insert school representative name, title]. “Research indicates that children who do not engage in regular physical activity are at a greater risk for obesity.”

Move it Outside day is led by Penn State PRO Wellness. For more event details, visit med.psu.edu/PROwellness.

[insert school boilerplate]

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