



Dear Parents,

Thank you for your interest in The Daily Mile. Our campaign has one aim – to improve the mental and physical health of UK children by encouraging more Primary and Nursery schools to sign up for The Daily Mile.

The Daily Mile is a fun and free physical activity which helps to make makes children fitter, healthier and happier, and has a positive impact on their behavior and concentration levels. It is simple and effective, enabling every child, including those with special needs, to be active every day.

If you would like your child's school to consider doing The Daily Mile, please approach the school. We are here to help any schools wanting to start The Daily Mile and are keen to welcome more Daily Mile schools into our growing community.

Please remember that schools are complex and busy places with many competing priorities. Any decisions regarding the school's curriculum and The Daily Mile will always be made by the headteacher with the best interests of the children in mind.

Recently, it was revealed that UK children are now the most overweight in Europe, and activity levels are worryingly low. Combine this with record levels of mental health issues in children and young people and it is clear that, as the adults responsible for the health of our nation's children, we must act now. If not us, then who? If not now, then when?

Together, we can help to tackle this problem.

Every day, hundreds of thousands of children are already getting fit for life by jogging or running with their classmates in the safety of their own playground. Everyone has fun taking part – it is not P.E. and it is not competitive – while building relationships, confidence and resilience. This can be summed up in our Five F's:

1. **Fitness** – children become more aware of a healthy lifestyle
2. **Fresh Air** – children thrive on the sights, sounds and seasons
3. **Friends** - children use the language of friendship to support each other, improving their social and leadership skills
4. **Fun** – children enjoy taking part, and this is what makes The Daily Mile so successful
5. **Focus** – daily physical activity helps children concentrate in the classroom and is proven to raise attainment

If you have any questions, please email us at [info@thedailymile.co.uk](mailto:info@thedailymile.co.uk) or call 0330 880 0100 between 7AM-8PM Mon-Fri, and 9AM-5PM Saturday/Sunday.

Happy running!

Elaine Wyllie, Founder of The Daily Mile