## CONTENTS

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>05</td>
<td>A Note From our Founder: Kathleen Tullie</td>
</tr>
<tr>
<td>06</td>
<td>BOKS Mission &amp; Vision</td>
</tr>
<tr>
<td>15</td>
<td>Defenders of Physical Activity Award</td>
</tr>
<tr>
<td>16</td>
<td>#LetKidsMove Campaign</td>
</tr>
<tr>
<td>20</td>
<td>Partner Highlight: America’s Test Kitchen</td>
</tr>
<tr>
<td>23</td>
<td>Innovation: BOKS Trainer HUB</td>
</tr>
<tr>
<td>28</td>
<td>Thank You to our Sponsors</td>
</tr>
</tbody>
</table>
Looking back at the last decade I feel grateful for the positive impact we’ve created with BOKS in many communities. I never would have imagined that bringing a morning fitness program to my children’s elementary school would now be a collection of curricula that are implemented in schools across the world.

We continue to raise awareness around physical activity and the multitude of benefits it has on the mind and body. My hope now is that over the next few years we can turn this awareness into action and ensure that physical activity is part of every child’s day. Children were designed to and deserve to move.

To do this, we need to ensure that physical education is given the same attention as our academic classes. There is a health inequity and we can help solve this by establishing that physical activity is a priority.

In 2020, we will tell some of the stories from the original BOKS class of students, many of whom graduated from high school this year, and showcase the impact of physical activity on their lives. As each of these well-adjusted, smart, accomplished and most importantly healthy young people talked to us about their “BOKS mornings” and the impact it’s had on who they are today, I couldn’t help but think of all the kids that don’t get the opportunity to move every day. In many cases, these are the kids that need it the most.

I hope that the pages of this report will not only illustrate how far we’ve come but how far we still have to go to change the trajectory of the health and wellness of the younger generation. A study published in The Lancet Child & Adolescent Health journal and produced by researchers from the World Health Organization (WHO) in 2019, found that more than 80% of school-going adolescents globally did not meet current recommendations of at least one hour of physical activity per day.

I thank you from the bottom of my heart for the impact you’ve allowed BOKS to make and I hope to continue this journey together until physical activity and play are a part of every child’s day.

Kathleen Tullie
In today’s screen obsessed culture, kids are the least active generation in history. This sedentary lifestyle is negatively impacting both their physical, mental and social health. BOKS is a physical activity program designed to reverse this public health crisis by getting kids active and establishing a lifelong commitment to health and fitness. Built on the science and research documented in the book, Spark: The Revolutionary New Science of Exercise and the Brain, BOKS provides free physical activity curriculum, training and support to communities looking to establish and maintain impactful fitness and nutrition programs serving the whole child. Having grown from a single elementary school to a global initiative, BOKS is scalable and its impact is supported by scientific research. BOKS envisions a world in which movement is a foundational part of every child’s day.
PRESENTATION OF THE DEFENDERS OF PHYSICAL ACTIVITY AWARD TO BEETHOVEN ELEMENTARY SCHOOL IN BOSTON, MA
BOKS BY THE NUMBERS

BOKS PROGRAM STATS 2019

TOTAL ENROLLED
5,482

BOKS CHAMPIONS OF CHANGE
5,226

2019 ENROLLMENTS
1,286

2019 BOKS CLASSES
183,148

KIDS ACTIVE THIS YEAR
152,538
BOKS ENROLLMENTS ACROSS THE GLOBE
At BOKS, we envision a world in which physical activity is part of every child’s day. Our existing BOKS programs, and the trainers who run those programs, are getting us closer to making this dream a reality. To us, these all-star BOKS programs are real-life superheroes.

That’s why we launched The Defenders of Physical Activity Award. This monthly award recognizes exemplary BOKS programs that are not only changing the health and wellness of kids in their community but setting an example for other schools to do the same.

**MONTHLY WINNERS WILL RECEIVE:**

» A “Defenders of Physical Activity” Trophy for the school;
» A $300 grant for their BOKS program;
» BOKS “Defenders of Physical Activity” T-shirts for BOKS trainers and all enrolled program students;
» BOKS “Defenders of Physical Activity” medals for all enrolled participants;
» Press release template for school to share with local media;
» Eligibility for entry in the “BOKS Defenders of Physical Activity Program of the Year” contest – the winner of which will receive a $2,500 grant to support BOKS programming.
IN 2019 WE FOUGHT TO #LETKIDSMOVE.

Today’s children are the least active generation in history. They’re sitting for over six hours a day at school with hardly any physical activity. In an effort to bring more awareness to physical inactivity, the BOKS team created a video campaign that showed the importance of movement and play in a child’s day. Every child no matter their background can benefit from daily activity. This awareness campaign called parents, teachers and students to unplug and play.

On March 14th, Reebok CrossFit One, at the Reebok HQ gym, hosted a ‘Boxing for BOKS’ event where CrossFit coaches and BOKS Boston Marathon team members went head to head in a boxing match. The event aimed to raise money to support underserved BOKS communities and rally Reebok employees around the 2019 BOKS marathon team. Two of the marathon runners and CrossFit coaches, Austin Malleolo and Conor Murphy suited up to punch it out while two other marathon team members, Denise Thomas and Kevin O’Connell amped up the crowd and collected donations. Over 150 Reebok employees attended the event and helped raise over $3,800 for BOKS.
New York City Public Schools is the largest school district in the United States, reaching more than 1.1 million students. Today, BOKS has a presence in 150 of its more than 1,700 schools. The program reaches approximately 6,000 elementary aged children each year. Having been part of the school district since 2010, it can be estimated that 17,625 students in NYC have been able to start their day with fun physical activity over the past 9 years.

“The NYC Department of Education has been a dedicated and vigilant BOKS partner and implementor since the inception of our program,” said Kathleen Tullie, founder and executive director, BOKS. “Each educator we’ve worked with from the NYC DOE has an unparalleled drive to improve the wellness of its students – they are all about the kids – and we’ve witness this first hand in the schools. Our missions are truly aligned, and I’m incredibly proud of the impact we’ve been able to make together for the health and wellness of young children in NYC.”

The NYC DOE first heard about BOKS through the City Parks Foundation back in 2010. At the time, the district had a physical activity programming for its middle schools through the Champs program, but was lacking a program for its elementary schools.

“BOKS has been such a success in NYC elementary schools because our respective missions intersect,” said Liz McSpedon, physical education and wellness partnerships specialist, NYC DOE Office of School Wellness Programs. “Kathleen and the BOKS team just wanted kids in NYC to being physically active and experience the benefits of BOKS. As such, the BOKS team has worked with us to adapt the program to the specific needs of our schools. This allowed us to grow to 150 schools with relative ease.”

BOKS in NYC has been supported by a generous donation from the Reebok Foundation.

DISTRICT HIGHLIGHT

BOKS IN NYC

THERE ARE 1,126,501 STUDENTS IN THE NYC SCHOOL SYSTEM. TODAY BOKS IS RUNNING IN 150 SCHOOLS IN NYC

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CRAIG KELLY

PHYSICAL EDUCATION TEACHER AND BOKS TRAINER

THE BOKS PROGRAM HAS MADE A HUGE IMPACT AT EAST SIDE ELEMENTARY SCHOOL. STUDENTS REALLY LOOK FORWARD TO COMING IN EARLY THREE DAYS A WEEK TO BEGIN THEIR SCHOOL DAY WITH EXERCISE AND FUN ACTIVITIES. BOKS HAS REALLY HELPED TO BUILD COMMUNITY ACROSS THE DIFFERENT GRADES.

THIS IS EVIDENT DURING RECESS WHEN STUDENTS ARE ENGAGED IN PLAY WITH OTHER STUDENTS OUTSIDE OF THEIR GRADE AND CIRCLE OF FRIENDS.

THE BOKS STUDENTS HAVE ALSO COMMENTED THAT THEY FEEL THEY HAVE MORE ENERGY AND FOCUS TO GET THROUGH THE SCHOOL DAY ON BOKS DAYS. BOKS HAS MADE A VERY POSITIVE IMPACT ON OUR SCHOOL AND HAS CREATED MORE SMILES AND LAUGHTER THROUGHOUT THE DAYS.
PARTNER HIGHLIGHT

AMERICA'S TEST KITCHEN
2019-2020

What happens when the leading provider of cooking television shows, magazines, and websites collaborates with BOKS on its nutritional tidbits? The marriage of healthy choices and physical activity!

The relationship between BOKS and America’s Test Kitchen (ATK) was shaped with a goal of enhancing the already beloved BOKS Bits to create an even greater learning experience for kids. Already in schools across the nation and globe, working with the BOKS program allows ATK to reach the next generation of empowered cooks, engaged eaters, and curious experimenters. At the intersection of physical activity, food and fun, the teams have been collaborating since the beginning of 2019 to sample their new programming in the schools and make sure it’s ready for the masses.

Since the inception of BOKS, the BOKS Bits have been one of the program’s biggest takeaways. The Bits provide a powerful and fun way to teach children about the benefits of healthy food choices. Kids frequently share the details with their families, teaching them about how food works and encouraging them to shop the perimeter of the grocery store. This collaboration to create nutrition-related programming and reach more children has been a success to date, but we’re not done. With the launch of the new Bits programming in the Fall of 2020, we’re planning to provide our trainers and kids with more tools to support the Bits and the relationship with ATK. Keep an eye out for the new BOKS Bits in Fall 2020!

In weeks 7 and 8 of this BOKS session, we wrapped up our exploration of the food groups by discussing beverages, and started learning about ingredient lists and nutrition labels. Kids learned they should drink water often and save sugar–sweetened beverages for just once in a while. They examined labels from a variety of packaged foods and learned that foods with shorter ingredient lists (or “whole foods” with no ingredient list), in general, tend to be healthier choices. They also discovered how to find and read the serving size on nutrition labels.

What do you think are the ingredients in what we’re eating right now? Why do you think so? Can you spot any foods in our house (or at the grocery store) that don’t have ingredient lists? What can you tell me about them? What do you think are the ingredients in the serving size on nutrition labels. (Link to Nutrition Facts)

Try using these conversation starters to reach what kids are learning in Bits Bits and connect what kids are learning in BOKS Bits to what they are doing—and eating—at home or at the grocery store."

ABOUT AMERICA’S TEST KITCHEN:

America’s Test Kitchen began with a single magazine title, Cook’s Illustrated, which debuted in 1992. The America’s Test Kitchen television show was launched in 2001, after which the company added Cook’s Country magazine, a second television program, an online cooking school, four websites that offer recipes and online video, a robust book program that publishes over dozen new titles a year, which regularly land on bestseller lists. Also, the company recently launched Cook’s Science which is currently a web site, and book series, and soon will also be a TV series.

Learn more at https://www.americastestkitchen.com
In 2019, we launched our brand-new Trainer HUB. The new (and improved) BOKS Trainer Hub is a central place for our BOKS Trainers to find everything needed to run a successful BOKS program.

**HERE’S WHAT’S NEW:**

- Easy-to-navigate tiles to explore the new HUB’s key features
- A MYHUB page for Trainers to keep your school’s information organized
- An “announcements” section so you can keep up-to-date on all things BOKS
- An organized library full of all the BOKS curricula and materials you may have never even known we had!
MARKET HIGHLIGHT
CANADA
2019 BY THE NUMBERS

1,481
SCHOOLS ENROLLED OVER THE PAST 5 YEARS

65,000
KIDS ACTIVE THIS YEAR

3,412
VOLUNTEER TRAINERS IMPACTING YOUR COMMUNITIES EACH AND EVERY YEAR

133,151
BOKS WORKOUTS HAD KIDS MOVING IN 2019!

BOKS is proud to be changing the activity levels of Canadian children:

A study of more than 500 BOKS participants at 19 schools across Canada, conducted by Propel at the University of Waterloo revealed the following:

» Children who participated in BOKS showed statistically significant improvements in shift and working memory (the ability to change efficiently & effectively from one task to another). This is yet more evidence that physical activity directly improves brain function!

» We know that good sleep is critical for a child’s development and continued health. Parent’s reported that children were able to fall asleep faster, and stay asleep longer, after participating in BOKS.

» 12,000 steps represents the equivalent of 60 minutes of moderate-to-vigorous physical activity. On average, children took an extra 2,221 steps on BOKS days, bringing the average total to 12,652, helping them to reach that critical 60 minutes.
SPOTLIGHT: KAMLOOPS, BRITISH COLUMBIA, CANADA

School District No. 73 - Kamloops, British Columbia – an inspiring example of one school district in Canada that is a model for how BOKS can take over a region and bring positive changes to a whole community. This school district provides public education to more than 14,000 students in Kamloops (population 90,000) and many surrounding rural communities. They adopted the BOKS program when it first came into Canada in 2014, thanks to the leadership and initiative of Sherry Stade, Health Promoting Schools Coordinator, SD73. She first heard about BOKS at a national conference and immediately realized the benefits this program could have on the mental health and academic success of the students in her area. Schools in the region joined the mission immediately, and today, with Sherry’s leadership and Administrative support, many schools are taking the first 60 minutes of the school day to get moving with BOKS. In addition, they have trained more than 100 Junior Trainers to run the Burst program at their schools so students can stay active throughout the school day. The impact has been far reaching. At BOKS, we would love to see this model of support and leadership take off across Canada. Way to go SD73!

CELEBRATING 5 YEARS OF ACTIVE KIDS IN CANADA!

The BOKS journey in Canada started in 2014 with our first school from the Toronto Catholic School District. From there schools quickly joined the BOKS movement from Coquitlam to Kamloops and now from coast to coast to coast with all 10 provinces and 3 territories getting kids active with BOKS. We could not let this milestone pass without recognizing the trainers and students who brought it to life in their communities – thank you for all that you have done!

September saw us celebrating across the country with BOKStacle course and Burst challenges. We can’t wait to see what the next 5 years will bring!

NANCY FLETCHER
TRAINER AT CENTENNIAL PARK SCHOOL, QUEBEC

BOKS HAS MADE A HUGE IMPACT ON SO MANY CHILDREN WITHIN OUR SCHOOL COMMUNITY. WHEN I TALK ABOUT BOKS, THE KIDS ACTUALLY LIGHT UP. DO WE HAVE IT TODAY? IS IT OUR TURN? WHEN ARE WE STARTING BOKS? CAN WE DO IT EVERY DAY? AH, IS IT ALREADY TIME TO LEAVE? THESE ARE QUESTIONS ASKED BY ALL GRADE LEVELS.

BOKS HAS BECOME A “TRADITION”, IN A SENSE THAT WHEN WE HAVE NEW STUDENTS OUR KIDS WILL SAY “YOU DON’T KNOW ABOUT BOKS?!” “YOU’RE GOING TO LOVE IT!”

THE BEST PART OF BOKS FOR ME, IS TO SEE THE SHEER ENJOYMENT OF THE KIDS PARTICIPATING IN THE ACTIVITIES. I LOVE THE FACT THAT THEY FEEL EMPOWERED TO ORGANIZE, SET-UP, PLAN OUT, SHOW LEADERSHIP, AND ENGAGE WITH THOSE IN NEED AND TO TRY NEW THINGS. NO PRESSURE, NO EVALUATION, JUST TEAMWORK. SHAPE A HEALTHY FUTURES.
THANK YOU TO OUR SUPPORTERS

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AZUSA PACIFIC UNIVERSITY
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TOGETHER LET'S GET KIDS MOVING