

PE Central Description (www.pecentral.org)

PE Central (pecentral.org) is the most widely used Web site for health and physical education teachers, parents, and students. Resources on the site include over 2000 physical education and health lesson ideas and Best Practices, a growing media center including 100 videos, and a series of programs designed to motivate children to improve their fitness levels (Log It), activity skills (The PE Central Challenge) and their health and nutrition knowledge (The Kids Quiz). In 2010 the site averaged over 125,000 unique visitors a month from its' global audience. It is not uncommon for the site to reach over 165,000 unique visitors during September and October.

PE Central has built motivational Web sites in partnership with *PepsiCo, Inc.*, *The Coleman Company, Inc.*, *The President's Council on Physical Fitness and Sports*, *The New York State Student Support Services Center*, and *New Lifestyles, Inc.* In addition, we have completed and distributed electronic surveys for the *United States Tennis Association (USTA)* and the *World Golf Foundation*. PE Central has been available on the Internet since 1996. Our goal is to continue to seek new partners to assist in building innovative and high quality educational programs that motivate students to become healthy and active for the rest of their lives. The Primary Sponsor of PE Central is **S&S Worldwide** (ssww.com). The parent company of PE Central is PE Technologies, a for profit business located in Blacksburg, VA.

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