



News and Resource Update February 2015: Your guide to what's happening around the world

We want to hear about what you and your related organisations are doing and the information you are producing. You can send your information and news to any member of the executive board for inclusion in the 'Update' each month – [view their contacts details](#)

Keep right up to date with our news

We have set up social media accounts to share all our latest news with you:



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IAPESGW 18th World Congress, Barry University, Florida, USA 17 – 21 May 2017

There is now a website for our event being hosted by Barry University at:

www.barry.edu/iapesgw

Joining IAPESGW – Special membership offer extended

We are pleased to advise colleagues of the special rate of \$50 Canadian for a membership covering 2015 to 31 March 2017 – please encourage your contacts to take up this offer.

[Visit 'Joining IAPESGW' to take advantage of the offer](#)

[IAPESGW's tribute page to Margaret Talbot](#)

We have created a page on our website where we have placed some lovely photographs of Margaret that were taken during her many years working with members and colleagues – *recording such happy times.*

International

[International Women's Day 2015 - theme is *Make it happen*](#) – IAPESGW members' events around the world

Editor – it will be excellent to receive news of your events to celebrate IWD 2015 and to list them on the IAPESGW website and to also carry your reports of the events in the March edition of the 'Update'.

So, please do send your news to one of the Board members or directly to me for inclusion.

Recruitment and retention of women in sport and active recreation programs: A guide for providers. University of Malaysia and Victoria University, Melbourne, Australia February 2015 (6 pages)

The studies were conducted in the State of Victoria, Australia and Kuala Lumpur, Malaysia. Fourteen focus groups were held and 100 women aged 18–80 participated. The life phases of participants represented: full-time and part-time workers, at home mothers, and senior citizens. These women participated in a wide variety of sport and active recreation programs, e.g., rowing, softball, walking, tai chi and aerobics.

The findings have been transferred into strategies for managers and placed in this guide. The guide is structured around five key influences that affect the decision by women to participate:

1. Individual knowledge, beliefs and motives of the women
2. Informal and formal interactions between the women and other people
3. Characteristics of a program/facility/organisation
4. Relationship with other organisations
5. External environment setting

As a sport and/or recreation manager, you are invited to review these five influences and associated strategies that may assist you to further improve your sport and active recreation program/s for women. Tick the boxes where you think some of these strategies can be incorporated into your program.

The guide that was produced from funding received from the Australia-Malaysia Institute (AMI) is ready for promotion. You'll see that Women's Sport and Fitness Foundation Malaysia and the Australian Womensport and Recreation Association (AWRA) are recognised on the final page in the Acknowledgements section.

[Download a copy](#)

**Federation Internationale de Football Association - FIFA (11 February 2015)
Survey results and application approvals revealed**

The FIFA Women's Football Survey was conducted in 2014 with the aim to gather information on six key areas related to women's football. The areas range from governance and integration to perception needs and challenges within women's football.

- Overall development and leagues
- Governance and integration
- Female participation in football
- Investment in women's football
- Awareness and media coverage
- Perception, needs and challenges

The survey was answered by 177 FIFA Member Associations (MAs), which amounts to a response rate of 85 per cent. This response rate has enabled FIFA to make conclusions and recommendations which can be applied across all confederations.

The main findings show that:

Only 23 per cent of MAs have dedicated staff for women's football.
80 per cent of MAs have a senior team and only 50 per cent have youth teams
78 per cent of MAs have a National Women's Football League
82 per cent of the top women's football leagues are managed by MAs
Number of registered players: 4,801,360
Girls at Grassroots programmes: 1,166,926
Global participation: 30,145,700

[View the full news item](#)

Tennis World (13 February 2015)

Article by Sharada Iyer: The Paradigm of having Women Coaches - the past, present and the future

Tennis - Women coaches aren't exactly a newer development in tennis, though their acceptance is still restricted.

The most commonly talked topic in tennis these days is about women taking up coaching roles more extensively than before. It's an exciting development for a sport which has had a predominant continuance of male coaches, bringing about a divergence from an otherwise well accepted norm.

At the same time, the presence of women coaches isn't exactly a novel occurrence as it has been made out to be. It's been prevalent, almost as if co-existing, even as it remained ostensibly obscured. The most significant reason for this obscurity can perhaps be put to the fact that, formerly the association of women as coaching professionals was limited to the non-top-tiered players. Like Mikhail Kukushkin and Denis Istomin, both of whom have long been professionally coached by women.

It's not surprising then that the discussions surrounding the player-coach relationship were largely muted, which gave the concept much-needed elusiveness.

It's only recently, following the associations of top-tiered players like [Andy Murray](#) and Agnieszka Radwanska with former WTA players – some of the most successful ones – that the advantages of such associations are being more broadly felt.....

[View the full article](#)

**Int. J. Environ. Res. Public Health 2015, 12(2), 2306-2329; doi:[10.3390/ijerph120202306](#).
Overweight and Obese Adolescent Girls: The Importance of Promoting Sensible Eating and Activity Behaviors from the Start of the Adolescent Period. Alwyn S. Todd et al**

Abstract:

The adolescent period is associated with changes in eating and activity behaviors in girls. Less reliance on parental provision and choice of food, coupled with a decrease in participation in physical activity and sport, can create an energy imbalance, predisposing to weight gain. Physiological alterations to body composition, reduction in insulin sensitivity, and psychological adjustments may further amplify the risk of becoming overweight and maintaining an unhealthy level of body fat into childbearing years. During pregnancy excess body fat is a risk factor for poor pregnancy outcomes and may predispose an infant to a lifelong heightened risk of being overweight and developing chronic disease. Interventions aimed at preventing the accumulation of body fat in adolescent girls and young women may have far reaching impact and be critically important in reducing intergenerational weight gain. Lifestyle interventions in adolescence have the potential to modify adult obesity risk by switching at-risk individuals from a high to lower obesity risk trajectory.

This paper discusses multiple approaches to assist at-risk individuals reduce obesity risk. A key focus is placed on engagement in food preparation and choice, and opportunities for physical activity and sport. Support, education, and opportunity at home and at school, are often associated with the success of lifestyle interventions, and may enable adolescents to make positive choices, and engage in health promoting behaviors during adolescence and childbearing years.

[Download the 24-page paper](#)

Journal of Physical Activity and Health Volume 11, Supplement: 2014 Global Summit on the Physical Activity of Children 2014

This supplement is Open Access. All 21 articles are free to read and download.

[View the articles](#)

Conference information

Call for Papers....

Annual conference of the committee gender studies in the context of the 22nd Sports Scientifical University Day of the dvs in Mainz 30 September - 2 October 2015, Moving Minds – Crossing Boundaries in Sport Science

Intersectional analysis at sports fields

The word 'intersectional' refers to historically developed power and dominance relations. They are linked to social inequalities such as gender, sexuality/heteronormativity, race/ethnicity/nation, social milieu or handicap. These should not be conceptualized as single categories. They should instead be analysed with their interwovenness or crossings (intersections). Thereby, it is not only about the simultaneous consideration of several social categories, but also about the analysis of social inequalities within their interdependancies. Social inequalities function with assigning social positions and structure fundamentally individuals' life opportunities. For example, they determine the likelihood of professional success, regulate the access to paid employment with respect to certain job market segments (Walgenbach 2014) and sports participation.

In order to point out the social inequalities within sports fields, a closer look is needed to be taken at the categories concerning their structuring meaning of the social field, for example P.E. and thereupon if and on which levels they develop their effectiveness, as on the social, institutional and interactional levels.

One option is to place the physical practices at the center of the intersectional analysis: which categories are updated by the practices of the female and male actors? Which standards, concepts and interpretation patterns operate (subconsciously) within these practices? Which structural correlations/ power relations are part of their actions? (Winker/Degele 2009).

In the context of this research group, we want to illustrate the (inter-)national current state of awareness and discussion concerning the intersectional analysis at sports fields and reflect methodologically on intersectional analysis implications.

Walgenbach, K. (2014). *Heterogenität – Intersektionalität – Diversity in der Erziehungswissenschaft [Heterogeneity – Intersectionality – Diversity in educational science]*. Opaten & Toronto: Barbara Budrich.

Winker, G./ Degele, N. (2009). *Intersektionalität. Zur Analyse sozialer Ungleichheiten [Intersectionality. About the analysis of social inequalities]*. Bielefeld: transcript.

Please send the abstracts until the 4th of May to:

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Awareness only...

Beyond Sport Summit and Awards 2015

This year's Beyond Sport Summit and Awards will be held in London from Monday 19th October to Wednesday 21st October, 2015.

Set to take place during the midst of one of the world's biggest sporting tournaments, the Beyond Sport Summit and Awards will bring together the most powerful sport-led, social innovators and global leaders to address sport's role in driving positive social change.

Commenting ahead of the Beyond Sport Summit and Awards, Rugby World Cup winner and friend of Beyond Sport, Will Greenwood, said: "Beyond Sport is a perfect illustration of how the power of sport can aid in delivering profound social change and I am looking forward for the 2015 Beyond Sport Summit and Awards' to return to London!"

[View the full news item](#)

Specific countries

AUSTRALIA

Australian Womensport & Recreation Association News (23 February 2015)

MEDIA RELEASE: AWRA calls for a response on ABC cost cutting

The Australian Womensport and Recreation Association (AWRA) would like to express its extreme disappointment with ABC management for its decision to cease broadcasting of the W-League and the Women's National Basketball League (WNBL).

In recent years, the ABC confirmed its continuing support for women's sport, with the ABC's own Grandstand recognising the WNBL as "one of the premier domestic women's basketball leagues in the world" in its preview of the 2013/2014 season.

Janice Crosswhite OAM, AWRA's founding President and current Secretary said "it is a real retrograde step for women's sport", recognising the 35 year relationship the ABC has had with the WNBL.

Ms Crosswhite called on the ABC to provide an explanation to the public, the supporters and fans, "We would love to know what prompted the ABC to ignore its Charter and decide that women's sport does not reflect the cultural diversity of the Australian community nor contribute to a sense of national identity. And why take funding off all women's sport early next year when the ABC is to achieve a 5% budget cut over five years?"

“It is clear that as one of the first targets in reducing costs, the ABC could not have moved further away from its Charter.”

“We are not sure the ABC’s ‘declining audience interest’ rationale for the cuts is true in the case of women’s sport with viewership of a recent W-league game drawing 100,000 viewers.”

With world renowned Australian athletes and AWRA ‘s Ambassador Lauren Jackson, coaches and administrators in disbelief, concerns have been raised about the ability of our national women's leagues to continue to attract sponsorships.

It is very likely with almost zero free to air women’s sport on Australian TV in 2015, our next generation of female athletes and communities will be without exposure to healthy, strong women playing competitive sport.

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The photographs are of a Melbourne protest meeting where we handed a 5,000 signed petition to an ABC board member (Photographs courtesy of Michelle Couling Photography)

Victoria University, Melbourne (2 February 2015)
New project helps women stay fit & healthy

A new study at Victoria University is testing what works best in motivating young women to maintain healthier lifestyles.

Institute of Sport, Exercise & Active Living research assistant Verity Booth said many young and middle-aged women held negative views of physical activity due to bad experiences at school, or had body image issues that stop them joining gyms, sports clubs or doing other forms of exercise.

“This program is about teaching women the skills, confidence and strategies to eat and exercise in a way that is sustainable for their lifestyle and good for their health, rather than jumping from one diet or exercise fad to another which has been shown not to work,” Ms Booth said.

Women aged 18 to 40 are now being invited to participate in the 15 month lifestyle change study. It involves a supervised 3 month exercise and nutrition behaviour change program, followed by a 12 month monitoring period using a Fitbit wristband activity tracker.....

[View the full details](#)

Inside the games reports (11 February 2015)

Fox and Fearnley honoured at inaugural AIS Sport Performance Awards

Canoeist Jessica Fox and five-time New York City wheelchair marathon winner Kurt Fearnley were among the award winners at the inaugural Australian Institute of Sport (AIS) Sport Performance Awards, held at Melbourne Museum.

Fox was selected by a panel of judges to be the recipient of the 2014 Athlete of the Year award, having become the first canoe slalom athlete to have won two World Championships in different classes, in the same year.

The 20-year-old won both the C-1 and K-1 races at the 2014 International Canoe Federation (ICF) Canoe Slalom World Championships in the Deep Creek in the United States and is set to be one of Australia's Olympic gold medal hopes at Rio 2016.....

Coach of the Year was awarded to the Australia Diamonds' Lisa Alexander who guided the women's hockey team to gold at the Commonwealth Games and victory at the Constellation Cup.

Amy Cure, who claimed her maiden world title in the 25 kilometres points race at the International Cycling Union (UCI) Track Cycling World Championships in Cali, **was named Junior Athlete of the Year**.

[View the full news item](#)

Public Service News, Australia (17 February 2015)

Women referees up for the count

A record number of female officials are to take part in the prestigious 2015 National Officiating Scholarship program.

Chief Executive of the Australian Sports Commission (ASC), Simon Hollingsworth said: "For the first time in the 13 year history of the program, rugby league, rugby union and cricket have all nominated female referees and umpires.

"This is a significant step forward in what have traditionally been male dominated sports," Mr Hollingsworth said.

"This year there are eight female officials among the group of 22 successful applicants and while this still leaves room for improvement it reflects the growing success of women in the top echelon of sports officiating.".....

The National Officiating Scholarship program has provided tuition and mentoring to more than 180 officials with some high profile success stories including: Jarred Gillett - football (FIFA - A League Final), Nick Foot - AFL, Andrew Lees - rugby union (Super Rugby), Simon Fry - cricket (ICB), Robert Leak - tennis (Australian Open Mixed Final), Aaron Leo - volleyball (National Finals), Ryan Arblaster - swimming (Olympics).....

[View the full news item](#)

Clearinghouse for Sport, Australia, 5 February 2015. Sexuality and Gender Perspectives on Sports Ethics. Dr Ralph Richards, Senior Research Consultant, NSIC/Clearinghouse, Australian Sports Commission.

Unethical actions, decisions and attitudes in a sporting context are in direct conflict with the ideals of sport. Ethical behaviour that is characterised by inclusion, fairness and respect; regardless of someone's known or assumed sexual identity and regardless of whether someone is either born or living as a male or female; is a manifestation of sporting values.

[View the article](#)

Clearinghouse for Sport, Australia, February 2015. Integrity and Inclusion in Sport. Chris Hume, Senior Research Consultant, NSIC/Clearinghouse, Australian Sports Commission.

Integrity in sport is largely associated with concepts of fair play, respect for the game, sportsmanship, positive personal values of responsibility, inclusive practice and honesty in adhering to rules.

[View the article](#)

EGYPT

Inside the games reports (17 February 2015)

Cairo to host 2015 African Women's Club Volleyball Championships

The 2015 African Women's Club Volleyball Championship will be held in Egyptian capital Cairo, it has been announced.

The competition, scheduled to take place from March 25 to April 6, will pit Africa's best club sides against each other.

The Championships, organised by the African Volleyball Confederation (CAVB), are seen as one of the most lucrative on the continent and attracted 16 entrants last year.....

[View the full news item](#)

FIJI

Inside the games reports (24 February 2015)

Sir Robin Mitchell awards IOC Diploma to secretary of Fiji Olympic Medical Commission

Sharlene Nand, secretary of the Fiji Association of Sports and National Olympic Committee Medical Commission, has been awarded the International Olympic Committee (IOC) Women in Sport Achievement Diploma.

The physiotherapist, who is also President of the Fiji Weightlifting Association, received the honour from IOC member Robin Mitchell in recognition of her work to promote the participation of women and girls in sport.

Mitchell also praised Nand personally for her dedication to the cause.....

[View the full news item](#)

NETHERLANDS

CNN (20 February 2015)

Esther Vergeer: What the invincible sportswoman did next

Esther Vergeer was the world's invincible sporting superstar, unbeaten on the tennis court for 10 years and still at the top of her game.

Then one day, while she was sitting on her sofa watching TV, she decided it was time to retire, just like that.

The Dutch grande dame of wheelchair tennis ended her career in 2013 on a winning streak of 470 matches -- an achievement second only to Pakistani squash great Jahangir Khan's record mark of 555 straight victories set in the 1980s.

"That decision to walk away, to walk into a world you don't know, have no experience in, was one of the scariest times in my life," Vergeer told CNN's [Open Court](#).

"Sometimes it still is scary!"

An emotion fuelled moment the previous summer had acted as a catalyst for Vergeer's decision to step away from competition.

After winning a seventh Paralympic gold medal at London 2012, she broke down in tears, explaining to the media huddled around her, "There was so much pressure on me. Everybody just expects me to win gold, expects it to be easy."

[View the full article](#)

UK

Women in Sport (26 February 2015)

Women in Sport receives Comic Relief grant to launch boardroom gender inequality research project

With support from Comic Relief, Women in Sport will launch a new three-year research project to address gender inequality at the top level of sport in the UK.

Almost half of National Governing Bodies (NGBs) in England are failing to meet guidelines of 25% Board gender diversity by 2017. Women in Sport will work with NGBs, existing female directors as well as the next generation of female sport business leaders to help understand the barriers that face women working in sport.

Sport England and UK Sport have also pledged support to the programme as part of the organisations' respective commitments to women's representation in sport. The first report will be launched in August 2015 at a round-table event, followed by annual updates on progress made across the industry.

[Source of information](#)

British Cycling (6 February 2015)

British Cycling's Breeze Network joins up with Halfords to get women on bikes

British Cycling's Breeze network today announced a new partnership with Halfords aimed at inspiring even more women to take up cycling.

[British Cycling's Breeze network](#) is the largest programme in Britain designed specifically to get more women cycling. Led by women for women, Breeze is underpinned by an amazing network of volunteers - Breeze Champions - who organise local rides ranging from six to 60 miles and more. Since launching in 2011, over 15,000 rides involving 60,000 women have taken place and the trend is still growing.

Halfords, the UK's leading bike retailer, is launching the collaboration as part of wider plans to encourage more women to cycle. The partnership will involve promotion of British Cycling's Breeze network and its benefits, a new 'ladies night' teaching basic bike maintenance as well as bike mechanic support at key Breeze events.....

[View the full news item](#)

The Telegraph (2 February 2015)

Claire Cohen: Save rounders! It's the only sport for people who hate sport

The Department of Education has quietly dropped rounders from the GCSE curriculum. Claire Cohen (once a mean bowler) is appalled

The [Department of Education has decided to scrap rounders from the GCSE curriculum.](#)

This, despite the game - currently played by seven million boys and girls in 80 per cent of Britain's secondary schools – being one of the most popular options among the 100,000 teenagers who choose the PE qualification each year.

Critics have called the move 'sexist', arguing that it will discourage girls from exercising.

More than that, they say, it flies in the face of the new [Sport England 'This Girl Can' campaign, which aims to get more women into grassroots sport.](#)

[View the full news article](#)

Football Foundation reports (6 February 2015)

Women in Sport to relaunch Women's Sport Network

Women in Sport, the UK's leading women's sport charity will relaunch the Women's Sport Network at an event being held on: Tuesday 17th February 2015, 3pm-6pm at University Women's Club, 2 Audley Square, London, W1K 1DB.

The Women's Sport Network has been running for over a year, and brings together leading female sports figures such as Baroness (Tanni) Grey-Thompson, Debbie Jevans, and Alison Kervin to share their experiences of working in sport and to inspire more women to pursue careers in the sport industry. It also provides members with opportunities to meet and discuss key issues affecting women in sport and from 2015 will provide a platform for mentoring and professional development for women working throughout sport.....

[View the full news item](#)

British Universities and Colleges Sport (18 February 2015)

Leeds Trinity University Case Study - This Girl Can

"We are really excited about the campaign and so are the students, they feel they are part of something bigger"

A number of universities from across the UK have taken advantage of the Sport England This Girl Can Campaign. This Girl Can is a sassy celebration of active women everywhere. It is an attitude, not a kite mark. Sport England believe it is unlike any other campaign currently in the sporting sector. It intends to use a tone of voice which is positive, inclusive and a little bit sassy....'speak to the girls as one of the girls'.

Leeds Trinity University were quick out of the starting blocks in adopting the tone, imagery and This Girl Can brand to help encourage more students to attend their sessions.....

[View the details](#)

Rugby Football Union (20 February 2015)

Unity Project connects women players from across Europe

Players, coaches and referees from across Europe joined together this week for a Women's Development Camp as part of the Rugby Football Union's groundbreaking Unity Project.

The project, which is being run in partnership with World Rugby, Rugby Europe and UK Sport, involves 17 European nations and is aiming to grow the game across the continent.

Five nations – Switzerland, Sweden, the Netherlands, Russia and Belgium – were invited to take part in the camp at the Grosvenor Hall in Ashford this week. Each sent 10 players, two coaches and a referee for the camp, which involved skills coaching and sessions on a variety of topics including match analysis and nutrition.....

[View the full news item](#)

Chartered Institute for the Management of Sport and Physical Activity - CIMSPA (2 February 2015)

Chief executive for CIMSPA appointed

The Chartered Institute for the Management of Sport and Physical Activity is pleased to announce the appointment of Tara Dillon as its new CEO.

Before taking up this appointment Tara Dillon was executive director of IQL UK, and has been on part-time secondment to CIMSPA since January 2014, leading the institute through its current transformation programme.....

[View the full news item](#)

Not wishing to advertise the company... just making you aware of the information...

Women's Sport Net reports (9 February 2015)

Women & Sport Report - by Paul Smith @RepucomCEO - free download

Women and Sport explores the rise in the importance of both female athletes and female fans. Aside from the digital revolution, the rapid rise in the importance, influence and value of female fans has been one of the most distinctive shifts in the sports marketing landscape in the last 50 years. This has been driven by some major societal and cultural changes around the world, and the increasing participation of women in sport, in particular at school.

We now see the impact of a second generation of young women growing up with a much higher chance of developing an interest in sport, and female sporting celebrities providing role models who are closing the gap with non- sport celebrities and their male counterparts. Fans are at the centre of the sports marketing equation and one of the primary reasons why sponsors invest in sport, and female fans are of particularly high value to some sponsors given their influence in purchase decisions.

Women and Sport will tap into the vast array of data points Repucom has amassed on women's media habits (TV and digital), the main sponsors associated with women in sport, the most marketable female athletes around the world and the future of women and sport. Utilising data derived from many hundreds of thousands of interviews around the world and Repucom's specialist databases, we look at the commercial and societal implications of a growing female fan population as well as sport formats, which women take part in at both mass participation and elite level.

Female sports competitions, female athletes and female fans present a major opportunity to the business of sports around the world in 2015 and beyond, and so will remain an important focus for Repucom's digital, media, market research and management consultancy practices.

Paul Smith, Founder and CEO, Repucom. [Download a FREE copy](#)
[Source of information](#)

General interest...

Exercise: The miracle cure and the role of the doctor in promoting it. Academy of Medical Royal Colleges, 13 February 2015 (59 pages)

All the evidence suggests small amounts of regular exercise (five times a week for 30 minutes each time for adults) brings dramatic benefits. The exercise should be moderate – enough to get a person slightly out of breath and/or sweaty, and with an increased heart rate. This report is a thorough review of that evidence. The need to encourage individuals to participate in physical activity has never been greater. Half the population do not reach this level of activity, with wide variations between groups, sufficient to cause ill-health. The costs of physical inactivity to the UK, the NHS and other public bodies are estimated to be in excess of £15bn.

Doctors are increasingly being asked to carry out a range of interventions when they see patients, including screening and changing behaviour, with initiatives such as 'Make Every Contact Count'. However this report calls on doctors to promote the benefits of regular physical activity to their patients and to communities in their wider roles as 'advocates for health'. The authors have some tips, but the message is simple. Exercise is a miracle cure too often overlooked by doctors and the people they care for.

[Download a copy](#)

USA

**National Coalition for Promoting Physical Activity (5 February 2015)
NCPPA Announces Billie Jean King as 300th Signee of CEO Pledge for Physical Activity**

The National Coalition for Promoting Physical Activity (NCPPA) has announced that sports icon and humanitarian, Billie Jean King, is the 300th leader to sign the CEO Pledge for Physical Activity. Ms. King, the Founder and CEO of the Billie Jean King Leadership Initiative, was named one of the "100 Most Important Americans of the 20th Century" by Life magazine and is a 2009 recipient of the Presidential Medal of Freedom, the nation's highest civilian honor.

"I am honored to sign the CEO Pledge for Physical Activity, and wholeheartedly agree with the mission to Get America - and the world - moving!" said Ms. King. "If we are to improve the health of our world, it begins with physical activity and our business and community leaders are the ones to make that happen."

Billie Jean King has long been a pioneer for social justice. In 2014 she launched The Billie Jean King Leadership Initiative, an ambitious and motivated endeavor whose sole focus is to move the needle on issues impacting diverse talent globally. The initiative plans to ignite a transformation in the conversation through three primary pillars of leadership: LIFT through action and advocacy, LEARN through research and innovation, and LEAD through insight and empowerment. For more information on the Billie Jean King Leadership Initiative, visit:

www.BJKLI.org.

"We are excited to announce Billie Jean King as our 300th business leader to sign the CEO Pledge for Physical Activity," said Jack Groppe, co-founder of Johnson & Johnson's Human Performance Institute and National Spokesperson for the CEO Pledge for Physical Activity. "It illustrates the impact we can make with a growing number of influential leaders joining the cause to make a change."

About the National Coalition for Promoting Physical Activity

NCPA is a leading force in the country promoting physical activity and fitness initiatives. We are a diverse blend of associations, health organizations, and private corporations, advocating for policies that encourage Americans of all ages to become more physically active. For more information on NCPA's CEO Pledge for Physical Activity, including how to sign the Pledge, please visit: [NCPA's CEO Pledge for Physical Activity web portal, which includes a video message from Jack Groppe](#).

[Source of information](#)
