



FOR IMMEDIATE RELEASE

FlagHouse Selected as 2010 Head Start Body Start Preferred Provider

RESTON, VA, April 23, 2010 – Head Start Body Start National Center for Physical Development and Outdoor Play (HSBS) today announced that FlagHouse has been selected as one of 31 playground and play space companies, equipment manufacturers, and other creators of playground and play space-related resources for inclusion on its 2010 HSBS Preferred Provider List (PPL).

The elite group of vendors have been vetted by a panel of early childhood movement professionals and selected for their offer of discounts and value-added packages of safe and developmentally appropriate products for recipients of the upcoming HSBS 2010 Play Space Grant Awards. Nearly \$2 million in Play Space Grants will be awarded to Head Start Centers across the country this year by HSBS to improve their outdoor play spaces. Grant recipients will be able to purchase uniquely designed value-added packages created by the HSBS Preferred Providers at a minimum discount of 20% off the retail price.

According to FlagHouse, “We are pleased to be identified as a 2010 Head Start Body Start Preferred Provider and be able to support Head Start programs across the country in developing their outdoor play spaces.”

“Outdoor play is associated with greater amounts of physical activity in children, and research has shown that opportunities for whole body exercise has a long lasting influence as preschool physical activity tracks throughout childhood,” said Center Director, Karin H. Spencer, EdD. “Unfortunately children today spend less time playing outdoors than any previous generation,” added Spencer. “We want to help the Head Start staff discover the benefits of outdoor play across developmental domains and learn about the features of high quality outdoor play spaces that promote movement opportunities for children of all ability levels.”

FlagHouse joins HSBS in its efforts to promote healthy lifestyles. Learn more about FlagHouse’s participation and the Play Space Grants on the HSBS website at www.headstartbodystart.org.

Head Start Body Start

Head Start Body Start National Center for Physical Development and Outdoor Play (HSBS) is a project of the National Association for Sport and Physical Education (NASPE) and the American Association for Physical Activity and Recreation (AAPAR), which are associations of the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD). Funding for HSBS is provided by the Office of Head Start (OHS), Administration for Children and Families, US Department of Health and Human Services. The purpose of HSBS is to increase physical activity, outdoor play and healthy eating among Head Start and Early Head Start children, families and staff. HSBS will assist Head Start programs in creating healthy learning environments, both in and outside the classroom, through structured



and unstructured physical activity that leads to the physical, cognitive, social and emotional development of young children and reduces obesity and its associated costs. HSBS has three main objectives: (1) to inform and assist OHS in setting national priorities and developing policies; (2) to provide resources, training and technical assistance to Head Start and Early Head Start Centers; and (3) to administer and support grants for construction or improvement of outdoor play spaces at Head Start Centers.

About FlagHouse

FlagHouse is a premier global supplier of resources for physical activity, recreation, education and special needs. Headquartered in Hasbrouck Heights, New Jersey, and with operations in the United States and Canada, FlagHouse has over 50 years experience responding to customer's changing needs. Their mission is to enhance the quality of life for people of all ages and abilities. FlagHouse markets its products through catalogs including *Physical Education and Recreation™*, *Going Strong™*, *Flying Start™* and *Giant Leaps™* and through their web site www.flaghouse.com. In addition to being the North American distributor for SNOEZELEN® multi-sensory environments, FlagHouse holds the publishing, marketing and distribution rights for CATCH® (Coordinated Approach to Child Health). FlagHouse serves both the public and private sectors through relationships with schools, parks, community centers, healthcare organizations, day treatment and residential care centers, military bases and individuals.

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