

November 17, 2015 – Press Release

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Passport Health Plan and Kosair Children's Hospital Foundation get Jefferson County elementary schools moving with GoNoodle

Louisville, Ky. – Passport Health Plan is joining Kosair Children's Hospital to make GoNoodle available to all Jefferson County public and private schools. Through this sponsorship, more than 67,000 students in 178 schools now have access to a premium version of GoNoodle for three years (through the 2017-18 school year).

GoNoodle gets kids moving with short bursts of physical activity delivered through online movement videos and games. It is an interactive resource used in classrooms to increase students' physical activity and improve academic performance. Through online physical activity breaks, GoNoodle makes it easy for teachers and parents to get kids moving, which helps improve their behavior, focus, and engagement. Funding from Passport Health Plan and Kosair Children's Hospital – through the Children's Hospital Foundation – has made it available for use in public and private elementary schools, as well as in students' homes.

"We know that early habits around physical activity can lead to a healthier life ahead," said Erin Frazier, M.D., medical director of the Children's Hospital Foundation Office of Child Advocacy of Kosair Children's Hospital. "GoNoodle is a great way to get kids excited in physical activity. In the classroom, it can create that great mental break so kids are ready to learn."

The news media is invited to an official announcement and demonstration of GoNoodle as it is already being used in the schools. Representatives of Passport Health Plan, Kosair Children's Hospital, GoNoodle, and more will be in attendance, and will be available to speak after the demonstration, along with a teacher and students.

WHAT: Official announcement and demonstration of GoNoodle
WHEN: 10:30 a.m., on Monday, November 23
WHERE: Whitney Young Elementary School
3526 West Muhammad Ali Blvd.
Louisville, Ky. 40212
INVITED: The event is open to all members of the news media

Passport Health Plan is a provider-sponsored, non-profit, community-based health plan administering Medicaid benefits to nearly 300,000 people around Kentucky. Named the top Medicaid plan in Kentucky by the National

(more)



Committee for Quality Assurance (NCQA) for 2015-16, Passport has been contracted with Kentucky's Cabinet for Health and Family Services to administer Medicaid benefits since 1997 and has been serving the entire Commonwealth since January 1, 2014. For more information, go online to passporthealthplan.com.

The Children's Hospital Foundation raises millions of dollars for Kosair Children's Hospital, Kosair Children's Medical Center-Brownsboro and pediatric services at Norton Women's & Kosair Children's Hospital in St. Matthews to support programs, equipment and facilities, research, advocacy and education at Kentucky's only full-service, free-standing pediatric hospital and its sister facilities. Thanks to donations from the community in 2014, the Children's Hospital Foundation was able to provide nearly \$12 million to drive innovation and support more than 170,000 children annually from throughout Kentucky and Southern Indiana. For more information, go online to HelpKosairChildrensHospital.com or call (502) 629-8060.

GoNoodle is an online resource for elementary teachers to improve student engagement and youth health through physical activity breaks. Helping to increase energy and focus while improving classroom behavior, GoNoodle's activities can be played on an interactive whiteboard, projector or computer screen. Since its launch in August 2013, over 9 million kids have played GoNoodle physical activity breaks. Teachers can sign up for free at gonoodle.com.