



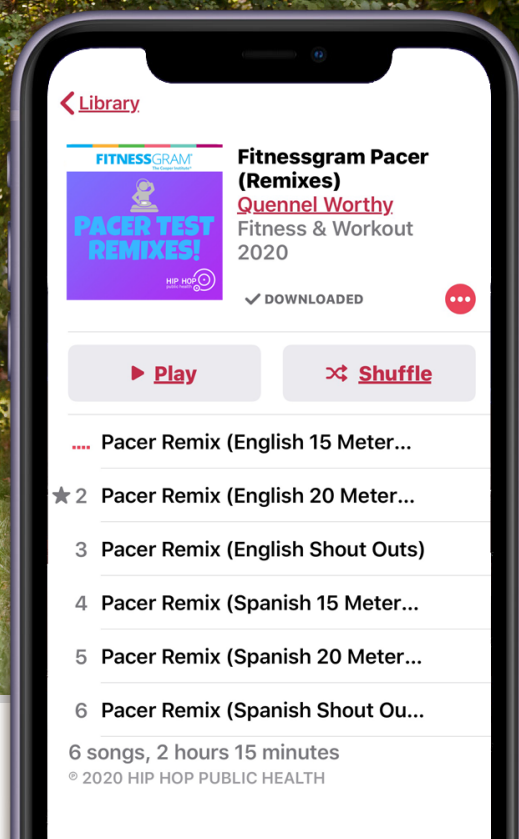
The  
**Cooper Institute®**  
WELL. INTO THE FUTURE.

# COOPER QUARTERLY

S U M M E R N E W S L E T T E R 2 0 2 0

## FITNESS FUN FOR ALL

The Cooper Institute kicks off its 50th anniversary with the FitnessGram PACER Test Remixes! album release and documentary film, bringing a diverse new sound to student fitness.



**Celebrating 50 Years of Fitness Research & Education**





## MESSAGE FROM THE CEO

Laura F. DeFina, MD, FACP  
President, CEO and Chief Science Officer

**On June 22, The Cooper Institute celebrated its 50th Anniversary COVID-19 style; we shared good news via social media. To celebrate this milestone achievement, we released the FitnessGram PACER Test Remixes! powered by Hip Hop Public Health.**

The PACER Test, and its accompanying audio track, is commonly used in physical education classes to measure students' aerobic capacity as part of their overall fitness assessment.

The new PACER Test music supports our larger effort to make fitness assessment understandable and relevant to all children and their families, regardless of their background. Hip Hop Public Health has been an incredible partner for this project with their focus on providing culturally relevant resources that impact



public health and meet people where they are. These exciting new music tracks make fitness and physical activity more fun and engaging for the younger generation!

While it was developed to be used with the FitnessGram PACER Test, a number of our staff members use the progressive music for their own personal workouts. And for the first time ever, the music is available on some of the most popular streaming services to give everyone access to the upbeat new sound of youth fitness.

**It is more important than ever to ensure that children are getting adequate physical activity.**

When we entered the COVID-19 pandemic, we were already in the midst of a childhood obesity epidemic. Unfortunately, there appears to be less physical activity than before since this period of social distancing and online schooling began.

The 2018 Physical Activity Guidelines for Americans states that children should get at least 60 minutes of moderate to vigorous aerobic physical activity each day for good physical and mental health. It is critical that we keep children active so that the obesity crisis does not worsen while we face this pandemic.

Regular physical activity will help avoid more obesity, diabetes and other related conditions as well as improve the stress and mental health issues that today's children are facing. The Cooper Institute and our partner, Hip Hop Public Health, hope that this new and exciting music will keep kids moving and grooving **Well. Into The Future.** We look to all of our friends to help keep children active and healthy!



### 1982

After piloting the program in Richardson ISD, FitnessGram officially launches as the first program to scientifically measure student fitness.

### 1983

The first major gifts campaign launches with a goal to raise \$10 million in five years. Gifts from the Board of Trustees accounts for 55% of funds, including those from co-chairs Ray Hunt and John Pearcy.

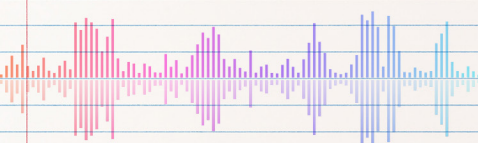
### 1986

The National Football League begins requiring a treadmill stress test and clearer criteria for measuring fitness, based on Dr. Kenneth Cooper's recommendations.



# "THE FITNESSGRAM PACER TEST IS A MULTISTAGE AEROBIC CAPACITY TEST THAT PROGRESSIVELY GETS MORE DIFFICULT AS IT CONTINUES."

Line Up at the Start:  
The Search for the Voice of the Fitnessgram



• ROGER FRANCISCO

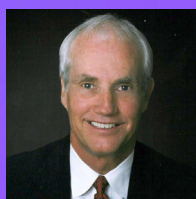
VOICE OF THE ORIGINAL  
FITNESSGRAM PACER TEST



For millions of students across the country, there is one voice that both incites fear and fires up the competitive spirit in P.E. class - the voice of the FitnessGram PACER Test. Now the legendary voice of the school fitness test has changed.

The Cooper Institute announced the launch of the FitnessGram PACER Test Remixes! powered by Hip Hop Public Health and a special documentary film.

The Progressive Aerobic Cardiovascular Endurance Run (PACER) Test has been used for decades as part of FitnessGram by The Cooper Institute, the leading evidence-based fitness assessment tool used in thousands of schools in all 50 states.



Started by the "Father of FitnessGram" and former Executive Director, Dr. Charles Sterling, the test measures aerobic capacity, muscular

strength, endurance, flexibility and body composition to determine the overall physical health of students.

**FITNESSGRAM DATA AND RESEARCH HELPS SCHOOL ADMINISTRATORS, HEALTHCARE ADVOCATES AND POLICYMAKERS MAKE EVIDENCE-BASED DECISIONS THAT IMPROVE THE HEALTH OF OUR NATION'S YOUTH.**

*"We are truly excited to merge the evidence-based FitnessGram PACER Test with the fresh beats and diverse voices of Hip Hop Public Health," said Andjelka Pavlovic, Ph.D., Director of Youth Research and Education for The Cooper Institute. "This is an exciting transformation of the classic test that makes fitness fun for all."*

The six new tracks revitalize the decades-old fitness test with a fusion of hip-hop, pop, electronic dance music, and Latin-inspired beats, bringing a DJ dance party vibe to the gym. The iconic voice of the original test has been replaced by both male and female voices in English and Spanish to motivate and encourage participants throughout each of the 22-minute tracks.

New instrumental tracks were also added to keep students motivated during any type physical activity. The combination of diverse voices and high energy beats is designed to motivate a new generation of students to get active and stay healthy.

**FITNESSGRAM**  
The Cooper Institute

**HIP HOP**  
public health



*"The revitalization of the classic FitnessGram PACER Test is a landmark initiative," says Lori Rose Benson, Executive Director and CEO of Hip Hop Public Health.*

*"Physical education and physical activity are paramount to the mental and physical development of young people. These refreshing new motivational tracks will inspire students to form a lasting appreciation for physical fitness."*

**Continued on back ►**

**1987**

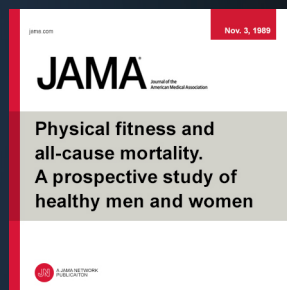
Over 2.6 million FitnessGram student reports are generated in 1,573 school districts in all 50 states and several foreign countries.

**1988**

Dr. Kenneth H. Cooper and Mildred Cooper publish their latest book, The New Aerobics for Women.

**1989**

After almost 20 years of research, The Cooper Institute publishes the landmark study proving the connection between fitness and longevity.



## The Cooper Institute Board of Trustees:

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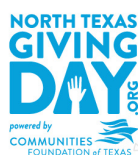
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**Save The Date!**  
**9.17.20**

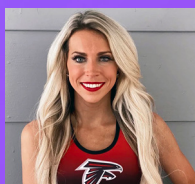


## Continued

Adding to the celebration, two students at Beacon School in New York produced a documentary titled "Line Up At the Start: The Search For the Voice of the FitnessGram" as part of a student film competition. The film features interviews with Roger Francisco, the original voice of the PACER Test, as well as Dr. Sterling, and Marilu Meredith, EdD, a FitnessGram Advisory Board member instrumental in creating and launching FitnessGram.

As part of the NFL PLAY 60 FitnessGram Project, an ongoing collaboration with The Cooper Institute, the Fuel Up to Play 60 Youth Council will be hosting a #pacerremixchallenge using the tracks on TikTok and other social media in the coming months. The Youth Council wants to challenge teens to get active for at least 60 minutes a day by trying the new PACER Test Remixes! at home.

Several NFL teams will also be producing video content to promote the new tracks.



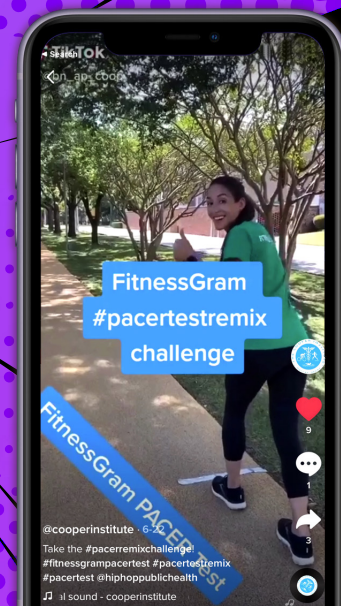
The Atlanta Falcons Cheerleaders were the first to participate by creating a new dance for the new music.

*"As a student who has worked closely with both Fuel Up to Play 60 and The Cooper Institute, I could not be more excited about the amazing collaboration that is blossoming!" said Jimena Tinoco, Fuel Up to Play 60 Youth Council Leader and featured speaker at the 2019 Legacy Award Dinner. "Not only will this facilitate access to fantastic resources, but it will represent a great benefit to the health and wellness of youth and their families."*

**VISIT [FITNESSGRAM.NET/PACERTEST](http://FITNESSGRAM.NET/PACERTEST) TO LISTEN, STREAM OR DOWNLOAD TODAY!**



**TAKE THE #PACER REMIX CHALLENGE ON TIKTOK**



*Legacy Award Dinner*

**HONORING**

**KENNETH H. COOPER, MD, MPH**

The Cooper Institute Founder and Chairman Emeritus



**LEGACY AWARD DINNER CHAIRS**  
Ray and Nancy Ann Hunt

**NOVEMBER 5, 2020**

**TICKETS AVAILABLE:**  
[COOPERINSTITUTE.ORG/LEGACYAWARD2020](http://COOPERINSTITUTE.ORG/LEGACYAWARD2020)