



What is Kay-A-Day?

Kay-A-Day is a program designed to encourage kids to walk or run just one kilometre a day for 21 days – the same distance as a half marathon.

In Australia, 9 out of 10 young people don't do enough exercise each day. Which isn't great, because physical activity is really important for overall health, and reduces the risk of developing certain diseases – including bowel cancer.

Making a positive change doesn't have to be hard. And Kay-A-Day gives people an easy way to start improving their general fitness. Friends and family can get involved by sponsoring for every kay completed.

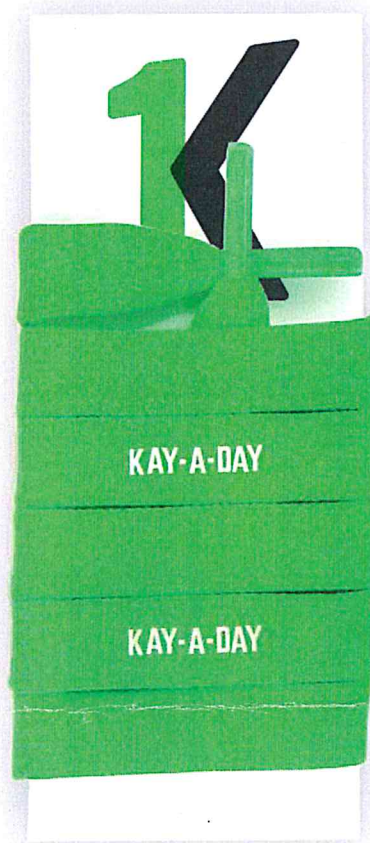
How it works

Kay-A-Day will take place in Term 4.


Registrations open June 6, 2016 but please register your schools' interest today at kayaday.com.au.

Students will receive a set of Kay-A-Day shoelaces and a lanyard to record their progress. Fundraising and donations will be via our Kay-A-Day website (under development).

There are prizes for the highest individual Kay-A-Day fundraisers.



— THE —
JODI LEE
FOUNDATION
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Why bowel cancer?

Regular physical activity can reduce the risk of bowel cancer and other diseases. The Jodi Lee Foundation encourages people to be proactive about prevention through early detection and healthy lifestyle choices.

Find out more at jodileefoundation.org.au



Frequently Asked Questions

What is Kay-A-Day?

Kay-A-Day is a health initiative designed to encourage kids to run or walk just one kilometre a day for 21 days – the same distance as a half marathon.

In Australia, 9 out of 10 young people aged 13 to 17 don't move enough each day. Which isn't great, because physical activity is really important for overall health and reduces the risk of developing certain diseases – including bowel cancer.

Making a positive change doesn't have to be hard. And Kay-A-Day gives people an easy way to start improving their general fitness. Friends and family can get involved by sponsoring for every kay completed.

Kay-A-Day is based on the national physical activity recommendations for young people. You can download a copy [here](#). As well as health benefits, there are social, emotional and intellectual benefits associated with being physically active and limiting sedentary behaviour - physical activity helps kids do better at school!

How does Kay-A-Day work?

Simply register your school and start Kay-A-Day in Term 4, 2016.

Students will receive a set of Kay-A-Day shoelaces, so they can show their support every time they wear their runners, and a lanyard to record their progress. These will be delivered to your school before end of Term 3, 2016. Fundraising and donations will be via our Kay-A-Day website (under development).

Kay-A-Day can be introduced to schools in a range of ways. It could be part of the school curriculum, where it fits in well with the Australian Curriculum for Health and Physical Education, or students could be encouraged to take part during lunch or recess.

How do I register our school?

Government and non-government schools in South Australia, Northern Territory, Tasmania and ACT will be invited to take part in Kay-A-Day in 2016. If your school is outside of these states you can still register and take part.

Please visit kayaday.com.au to register your school's interest today. You will be notified before online registrations open on 6 June 2016. Registrations for 2016 close on 5 August 2016.

If your school requires students to register their participation with parental consent, download our Kay-A-Day student consent form [here](#).

How do students register?

Once your school has registered to take part in Kay-A-Day, students (or their parents) will be able to register online as part of your school team.

What are the start and end dates?

Kay-A-Day starts from the beginning of Term 4 2016 and takes up to 21 days to complete, depending on the number of kilometres completed each day. Some schools may finish within 20 days or less by running two or more kilometres on the final day.

Can someone speak to our school community about Kay-A-Day?

A spokesperson from The Jodi Lee Foundation may be able to visit your school to speak to students about Kay-A-Day and The Jodi Lee Foundation.

Please contact our Communications Manager, Abby Bowden [here](#).



How can we publicise Kay-A-Day?

We can provide you with Kay-A-Day messaging for your school communications such as newsletters or social media. The Jodi Lee Foundation's bowel cancer prevention messages are important for parents and we can incorporate these too.

How do students fundraise?

Once registered students will have their own fundraising page, making it easy for their family and friends to get involved by sponsoring them for their efforts.

Donations of \$2 or more are tax deductible and a tax receipt will be sent to the email address provided. All money raised helps fund our bowel cancer prevention initiatives in Australia.

How are prizes awarded?

There are fabulous prizes for the highest individual Kay-A-Day fundraisers. Details and terms and conditions will be available when registrations open on 6 June 2016.

To be in the running for prizes, donations must be made online to The Jodi Lee Foundation by 25 November 2016.

About The Jodi Lee Foundation

Jodi Lee was only 41 years old when she lost her battle with bowel cancer. Before her diagnosis she was seemingly fit and healthy with no obvious symptoms, which is typical of bowel cancer.

Bowel cancer is the second biggest cancer killer in Australia, yet up to 90% of cases could be successfully treated, or even prevented, if detected early. The Jodi Lee Foundation was formed in Jodi's honour to encourage people to be proactive about bowel cancer prevention through early detection and healthy lifestyle choices.

Find out more at www.jodileefoundation.org.au.

— THE —
JODI LEE
FOUNDATION

PREVENTING BOWEL CANCER

