

The NFL Play 60 Challenge Program is an official NFL campaign geared toward encouraging kids of all ages to increase their daily physical activity. Known as “The NFL Movement for an Active Generation” this program, along with help from the American Heart Association, inspires children to get physically active for 60 minutes every day.

On Monday, October 17, 2016, representatives and players from the NFL Giants Organization and representatives from the American Heart Association came together at the Norman A. Bleshman Regional Day School for a Hometown Huddle. This activity marked the culmination of a series of activities whereby students and NY Giants Football Players participated in physical education activities that promote a healthy life style.

The Giants Foundation graciously donated two motorized exercise cycles to the Bleshman School in order to support student fitness.





