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Crows, Power and Thunderbirds players soon will be heading out to schools to motivate students to read more books and to do some physical activity every day.

Education Minister Jay Weatherill today announced that the Adelaide Football Club, Port Adelaide Football Club and Thunderbirds netball club have signed on as ambassador teams for both the highly successful Premier's Reading Challenge and Premier's be active Challenge.

"As ambassadors, some of our highest profile sports stars will be giving their time freely to visit schools and encourage students to both work on their literacy and knowledge as well as their physical health and well-being," Mr Weatherill said.

"Having these great new ambassadors on board will give a real boost to what are already very successful initiatives being run in our schools.

"Being visited by sport stars they look up to will encourage more students to be active each day and to flick open a book for fun.

"We are very grateful for the contribution our new ambassadors will make in encouraging students to form these healthy habits early."

The Premier's Reading Challenge encourages students from reception to Year 9 to read 12 books by September each year. Since it began in 2004 the number of students has more than doubled with 111,652 students completing the Challenge in 2009.

Under the Premier's be active Challenge, students from reception to Year 9 complete at least 60 minutes of physical activity a day. A record high number of 35,000 students have enrolled in this year’s Challenge. In its first year, 7500 students completed the Premier's be active Challenge

The new ambassadors will help promote both programs at metropolitan and regional schools.

The Crows, Power and Thunderbirds teams join the Adelaide United Football Club and the Adelaide Link Lightning as ambassador teams.