



WORLDWIDE DAY OF PLAY

9.21.13

PARTNER PLAYBOOK

A Planning Guide for Grassroots Events

- EVERY YEAR, Nickelodeon goes completely dark for three hours on Worldwide Day of Play, taking programming off the air on all of its channels and shutting down its websites to reinforce one simple message: Get up, get out, and go play! Over the past decade, these efforts have resulted in thousands of events and millions of kids being active and pursuing healthy lifestyles.

This year's celebration is a summer-long initiative leading up to Worldwide Day of Play on Saturday, **September 21, 2013**. Nickelodeon invites you to celebrate and amplify your programs that keep kids healthy and active all year long by participating in this monumental day of play.



PLAN YOUR EVENT ON OR AROUND
SEPTEMBER 21st



JOIN THE MOVEMENT

PLAN A WORLDWIDE DAY OF PLAY EVENT

Hosting a Worldwide Day of Play event is fun and totally doable! The event can be big, small, an hour long, or all day. Worldwide Day of Play is a great way to increase visibility around your organization's commitment to physical activity, sports, and recreational activities. Kids just need to have fun and get the message that **play is important!** This guide provides tips to help you plan an event for your organization. Be sure to register your event at nickbighelp.com/public/register-wwdop-event.php to gain access to exclusive planning resources.

SPREAD THE WORD WITH **#WWDOP**

WORLDWIDE DAY OF PLAY

IS TAKING OVER THE BIG APPLE!

In addition to grassroots events taking place around the country, play is taking over New York City with a weeklong celebration for Worldwide Day of Play across all five boroughs, culminating with a massive fitness festival and entertainment concert in Prospect Park, Brooklyn, on **Saturday, September 21, 2013!**



Beyond Prospect Park, Nickelodeon and partners are creating opportunities for kids and families to play throughout the city at iconic landmarks and play spaces. Partners will assist Nickelodeon with mobilizing New York City schools and community organizations to host their own grassroots events through the week and on **Worldwide Day of Play.**

Such combined efforts will show the world how the Big Apple and its citizens are serious about healthy, active living—especially for kids!

7 TIPS FOR PLANNING A WORLDWIDE DAY OF PLAY EVENT

1. REGISTER YOUR EVENT WITH NICKELODEON AT

NICKBIGHELP.COM/PUBLIC/REGISTER-WWDOP-EVENT.PHP

- Registering here will allow for seamless communication. Nick's Public Affairs team will keep you posted with updates as September 21 approaches.
- Get to know the ins and outs of this playbook and of nickbighelp.com/partners so you can easily find flyers, permission slips, proclamations, press information, certificates, and more!

2. SELECT A DATE AND A LOCATION

- Select a date on or around September 21 that works for you.
- Consider the number of kids and any specific equipment or supplies you'll need.
- Remember, if you need to use any public space, such as a park or street, it will be critical that you obtain permission from your community or parks department.

3. CREATE A PLANNING TEAM

- Assemble a team to help plan your Worldwide Day of Play event.
- Assign tasks for each member to handle.
- Reach out to a school or community organization for support including publicity, space, funding, or equipment. The mayor, local merchants, and residents are all great potential resources!

4. PLAN YOUR ACTIVITIES

- Decide what activities your event should include. The sky's the limit and you can do whatever works best for you!
- Set start and end times for your event.
- Figure out details such as setup, cleanup, and permission slips. (A sample permission slip is included in this playbook.)
- Tie it to an existing event or program you have that is all about keeping kids active and playing.

5. RECRUIT VOLUNTEERS

- Recruit adult volunteers through reliable organizations—trust us, you'll need them!
- Keep your volunteers informed of all details pertaining to the event, and any changes as they arise.
- Create a contact list with phone numbers and email addresses so it's easy to keep in touch with everyone.
- Post a schedule and give volunteers specific tasks. (For example, there might be certain games or stations you need them to help run.)

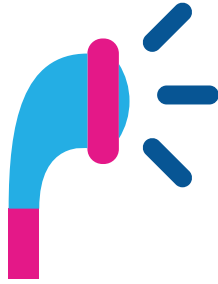
6. SPREAD THE WORD

- Use the flyer in this playbook and post it in your community (with proper permission, of course).
- Use approved social media outlets including Twitter and Facebook to promote your event.
- Spread the word with [#wwdop](https://twitter.com/wwdop).
- Contact us at PublicAffairs@nick.com so we can help you coordinate publicity with your local media.

7. THANKS FOR THE MEMORIES!

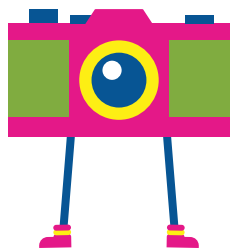
After your event, visit nick.com/thebighelp to see how your Worldwide Day of Play story could be featured!





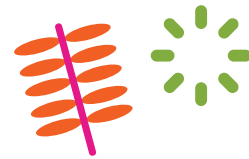
JOIN THE MOVEMENT

Check out these specific and general suggestions for planning your own day of play!



AFTERSCHOOL ALLIANCE

Get Active with Afterschool Programs!



The Afterschool Alliance works to ensure that all youth have access to quality afterschool programs. Afterschool, before-school and summer learning programs keep young people engaged in learning outside of school by providing engaging, hands-on activities in a safe, supportive environment. Whether it's through sports, learning healthy eating habits, building robots, or exploring the local environment, afterschool programs help young people build the skills they need to succeed both in school and in life.

Join the afterschool action!

Celebrate **Lights on Afterschool** on October 17, 2013. Lights On Afterschool is the nation's largest rally for afterschool programs. Each year, one million Americans and 9,000 programs across the country hold local celebrations to shine a light on afterschool programs that keep kids safe, inspire learning and help working families. **Find a celebration near you.**

Find a program in your area to get active with on Worldwide Day of Play and throughout the year. Visit afterschoolalliance.org for tips on finding a quality program in your area, including state-specific information and consumer guides for parents.

Learn what a high-quality program can offer. We break down the opportunities programs can offer by age group so you know what to look for when selecting an afterschool program.

If you are a leader of an afterschool program, sign up to host a Worldwide Day of Play event at nickbighelp.com/public/register-wwdop-event.php.

Find the Afterschool Alliance on Facebook and Twitter. And check out the blog—Afterschool Snack.

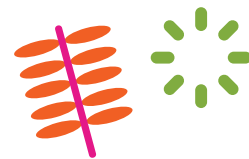
TRY IT! Organize an afterschool, healthy snack sale at your school!*

***Be sure to get proper permission, if necessary!**



ASPCA

Take Action for Animals with the ASPCA®!



With over two million supporters, the ASPCA provides effective means for the prevention of cruelty to animals throughout the United States. Playing and exercising with your pet is a great way to get active and build a loving bond.

Encourage kids to get outside and play with their pets!

Here are some activity ideas to share with kids:

- Play hide-and-seek with your pet. Tell your pet to stay or have someone keep him or her company while you quickly hide, and then call your pet to come find you.
- Enjoy a healthy snack with your pet. Avoid using foods that are dangerous to pets. Stick to healthy people foods such as green beans, carrot sticks, apple slices (without seeds), unsalted pretzels and plain, cooked pasta.
- Race your dog to a designated finish line. If necessary, you can run with your dog on a leash.

Practice good safety and judgment whenever you're playing with your pets! If your pet is tired or just not interested, take a break and try again later.

Try one of these starter ideas for getting fit while supporting the ASPCA on Worldwide Day of Play!

- Organize a wish-list drive in a safe, enclosed space. Each time an item is donated, do three laps around the space.
- Coordinate a fun run, perhaps a 5K, as a fundraiser. Have participants sign up in advance, and donate all the proceeds to the ASPCA. (Be sure to work with school or community officials to make sure there is a safe route for the run, and space is allotted for any related events, like water and snack sales.)

Find the ASPCA on [Facebook](#) and [Twitter](#).

TRY IT! Go on a treasure hunt with your pet. Have an adult hide treats near the ground for your pet to discover, and surprises hidden up higher for kids to find.



ASPCA®

BIG BROTHERS BIG SISTERS OF NYC

Join RBC Race for the Kids!

Big Brothers Big Sisters (BBBS) of NYC's vision is that all children achieve success in life. The organization provides New York City children facing adversity with strong, enduring, and professionally supported one-to-one mentoring relationships with adults. These relationships change children's lives for the better. Forever. Partnering with families, volunteers, organizations, and the community enables Big Brothers Big Sisters of NYC to inspire positive change in all.

A Race Worth Running

RBC Race for the Kids, part of Nickelodeon's Worldwide Day of Play, celebrates the power of mentoring while promoting the importance of health and exercise. As one of BBBS of NYC's largest fundraising events of the year, a successful race means that more children in need of great mentors will get them.

Big Brothers Big Sisters of NYC is excited to host the **9th Annual RBC Race for the Kids as part of Worldwide Day of Play on Saturday, September 21, 2013**, in Brooklyn's Prospect Park.

Here's how to get involved:

- If you're in the tri-state area, gather your friends, family, and coworkers to form or join a team today.
- Come out to Prospect Park on the morning of Saturday, September 21, to support the power of mentoring.

For more information on the **9th Annual RBC Race for the Kids part of Worldwide Day of Play**, visit raceforthekids.org.

Find Big Brothers Big Sisters of NYC on [Facebook](#), [Twitter](#), and [Instagram](#).

DID YOU KNOW?

- **1 in 3 New York City children are living below the poverty line. Currently, BBBS of NYC serves 3,500 of these children annually.**
- **This year, BBBS of NYC's goal is to raise \$1 million, which will provide 500 children with mentors.**



GIRLS ON THE RUN

Run Through Life with Confidence!

Girls on the Run is a transformational physical-activity-based, positive youth development program for girls in grades 3 to 8. The organization teaches life skills through dynamic, interactive lessons and running games. The program culminates with participants being physically and emotionally prepared to complete a celebratory 5k running event. Throughout the season, girls develop and improve **competence**, feel **confidence** in who they are, develop strength of **character**, respond to others and oneself with **care and compassion**, create positive **connections** with peers and adults, and make a meaningful **contribution** to community and society.

Connect with a local Girls on the Run council to find a team near you.

Trained coaches and volunteers facilitate an easy-to-follow curriculum with groups of eight to 20 girls over the course of 10 to 12 weeks. Want to participate in Girls on the Run? Visit girlsontherun.org to connect with a council in your area.

Start a Girls on the Run council or team in your community.

Girls on the Run currently consists of more than 200 councils across the United States and Canada. These councils were established by dedicated individuals with a commitment to making a difference in the lives of girls in their communities. Girls deserve the opportunity to participate in Girls on the Run wherever they live!

Get active with your family and friends!

Play a fun, cooperative running game with friends: something that celebrates you, your friends, your family, and your community.

If you are interested in bringing Girls on the Run to your community, visit girlsontherun.org.

TRY IT! Train for a 5k with your family! Set a personal goal and focus on effort and improvement. At Girls on the Run it doesn't matter if you run, walk, skip, or hop—as long as you keep moving forward!



GIRL SCOUTS OF THE USA

Girl Scouts Help Girls Become Leaders Through Sports!

The GirlSports program from Girl Scouts is one of the largest girl-sporting programs in the world. While having fun, staying active, and leading a healthy lifestyle, girls earn five age-appropriate athlete badges that teach them about fair play, practicing with a purpose, good sportsmanship, cross-training, and coaching.

girlsports 



**FAIR PLAY
BADGE**

Girls learn how to be a valuable member of a team and support others effectively on and off the field.

**PRACTICE WITH
A PURPOSE
BADGE**



Girls learn how to set goals, improve physical skills, and commit to practice.



**GOOD SPORTSMANSHIP
BADGE**

Girls learn how to be good teammates and fair competitors, and how to set a positive example for others.

**CROSS-TRAINING
BADGE**



Girls learn how to develop and follow a varied training plan that will keep them motivated.



**COACHING
BADGE**

Girls learn how to develop effective coaching strategies so they can motivate an individual or a team to accomplish great things.

When girls become Girl Scouts, every day is full of anticipation about what they'll do next. They just can't wait for tomorrow to start so they can be with their friends and try something fun together that they've never done before. Give her the opportunity to experience that feeling and you might hear her say...

I can't wait to

Play with my team

Score a goal

Hit a home run

Play GirlSports

Be a Girl Scout

For more information, visit [girlscouts.org/join](https://www.girlscouts.org/join).

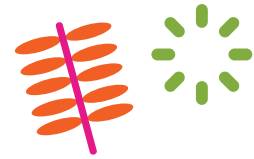
TRY IT! Organize an after-school running group with your troop and train together for a fun run!



girl scouts 

KIWANIS AND KEY CLUB INTERNATIONAL

Team Up with Teens!



Key Club International, a sponsored program of Kiwanis International, is a student-led, high school organization that provides its 267,000 members with opportunities to build character, develop leadership skills, and serve children. Key Club believes a balanced lifestyle is an important part of every child's life. By joining forces with Key Clubs, students gain a network of high-achieving teens who are dedicated to supporting the well-being of others.

Give Key Club a Go!

Work with Key Club to make this year's Worldwide Day of Play the best yet! Not sure where you and your child should start? Just contact your local high school or Kiwanis Club to get in touch with Key Club representatives and find out how you can get involved.

Here are some ideas to help you get started:

- Ask members of a Key Club near you to help you and your child organize a water- or bike-safety event for your community.
- Co-host a jump-rope-a-thon.
- Organize a basketball shootout.
- Hold a soccer tournament.

For more information about Key Club, visit keyclub.org.

TRY IT! Wiggle and boogie all day long—and raise money for a good cause—with a dance marathon! (Visit keyclub.org/happyfeet to see how one Key Club member's dance marathon raised almost \$10,000 USD for charity!)



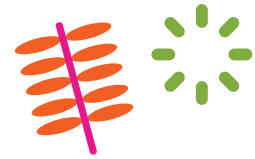
Kiwanis[®]
Service Leadership Programs

KEY CLUB[®]

Key Club is a sponsored program of Kiwanis International.

NATIONAL PARK FOUNDATION

Get Out and Explore a National Park!



Did you know that America has more than 400 national parks? Located in all corners of the U.S., national parks protect, preserve, and share our country's history, culture, and most amazing landscapes. The National Park Foundation, nationalparks.org, offers a variety of resources to help kids discover these special places and develop a lifelong connection to the parks.

Get Involved with National Parks!

Here are five steps to help you plan the perfect national park trip, as well as bring the national parks to your classroom or home:

- **Download Parks for Play.** Get to know the FREE guide, This resource serves as a great starting point for planning a family excursion or classroom trip to a national park.
- **Encourage Kids to Become a Junior Ranger.** Kids who participate in the Junior Ranger program get to explore the park at their own pace. Once they complete the Junior Ranger activity guide, they receive an official Junior Ranger badge and certificate. Be sure to find out if the park you're visiting has a **Junior Ranger program**.
- **Share a Story.** Go to nationalparks.org to share your national park stories and travel tips with other parents and teachers. The National Park Foundation website, which has rich, interactive content on all of the nation's national parks, serves as a forum for national park fans everywhere.
- **Brings the Parks Home.** Go to nps.gov/learn to discover teacher resources, educational media, and online games to help kids learn about national parks in the classroom and at home.
- **Stay Connected!** Visit the National Parks Foundation on **Facebook** and **Twitter** to stay on top of the latest national park news and offerings.

Did You Know?

- America's National Park System encompasses over 84 million acres of land.
- California is the U.S. state with the most national parks.
- Every U.S. state has at least one national park.
- North Carolina's Blue Ridge Parkway is America's most visited national park.
- California's Death Valley National Park is the hottest, driest, and lowest place in North America.
- The Grand Canyon, in Arizona, is more than a mile deep.

TRY IT! Organize a park day for your community! Work with local officials to host a Worldwide Day of Play event at a local park.



NEW YORK CITY DEPARTMENT OF EDUCATION'S OFFICE OF SCHOOL WELLNESS PROGRAMS

Move-to-Improve at Your School!

Developed by the New York City Department of Education's Office of School Wellness Programs, Move-to-Improve (MTI) provides elementary school teachers with the tools to incorporate fun, brief, structured, physical activities into their classrooms. MTI gets students moving while enhancing core academic achievement and boosting overall Physical Education (PE) minutes per week in New York State as part of a comprehensive PE program. More importantly, students return to their seats after a refreshing 10-minute activity with an increased ability to focus and perform at their highest potential.

Become an MTI ALL-Star School or MTI Champion!

New York City's elementary schools and teachers can become wellness leaders by using the free Move-to-Improve (MTI) classroom fitness activity program school-wide, complete with free training, classroom materials, and incentives.

Learn More: Read more about the MTI program, peruse the free curriculum online, and see videos of MTI classroom activities in action by visiting schools.nyc.gov/academics/fitnessandhealth/moveimprove.

Sign Up: Join the thousands of MTI trained teachers across New York City to make active learning a vital and lasting part of your school culture. Sign up for training and to learn how to incorporate MTI activities into the daily school routine by emailing mti@schools.nyc.gov.

Become an MTI All-Star School: Contact MTI to join the growing corps of MTI All-Star schools. MTI staff can help train New York City non-charter public school teachers, provide parents with information on the program, invite MTI wellness leaders to networking opportunities, and even promote and recognize your school's MTI work across the City.

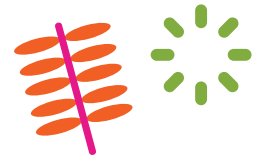
Stay Informed: Join our growing School Wellness Works network of school wellness leaders by emailing wellness@schools.nyc.gov with "Subscribe" in the subject line. Anyone can subscribe, and you will receive the *School Wellness Weekly* newsletter, providing news, information, grant opportunities, and more throughout the school year!

TRY IT! You can bring MTI activities to your school or community no matter where you live.



NEW YORK ROAD RUNNERS

Run for Life!



The New York Road Runners (NYRR) mission is simple: inspire and help people through running. They bring this goal to life for kids by supporting running in their schools, communities, and families. Whether you want to start a running program or find the best activities to teach the basics, go to youth.nyrr.org and find the resource that suits your organization or school best.

Get Moving: Start Running!

Start a school program! Apply for **Mighty Milers**. Kids of all fitness levels and abilities love this free, incremental mileage program because they get to run regularly with their schoolmates and receive awards for reaching milestones throughout the school year.

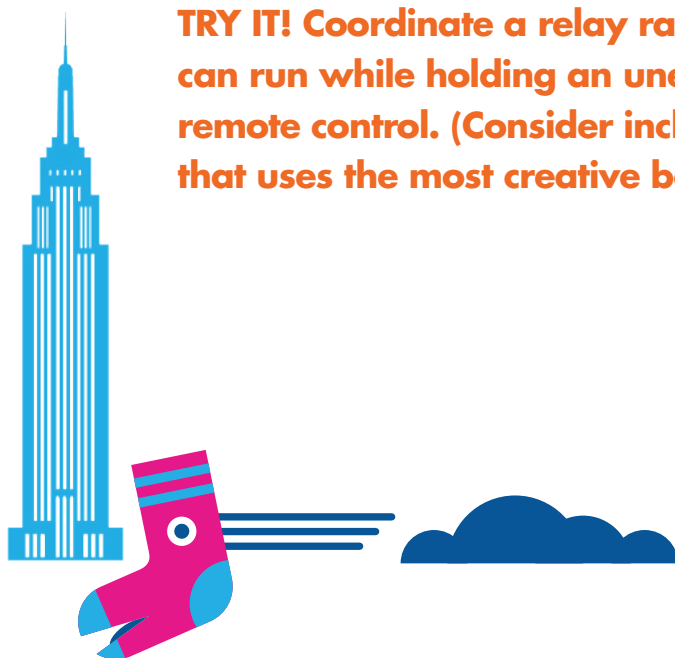
Teach running in physical education classes. NYRR has a new, free running curriculum. More than two dozen video-supported lessons will help your students develop good form and pacing skills. Better yet, teach a unit on running that ends with a fun run!

Organize an event. Host a great field day or fun run for kids with NYRR's **free event guides**. Timelines, checklists, ideas, and logistics forms will help you plan the perfect event.

Become a coach! Have you always wanted to start a running club? Use NYRR's free instructional videos and training plans to get your kids off the couch and on the road.

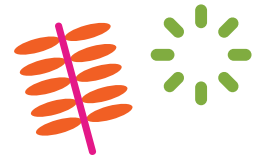
Take a fitness break. Double your impact with physical activities that teach kids about choosing healthy foods to eat. Find them in NYRR's Running Start under **Nutrition Activities**.

TRY IT! Coordinate a relay race! Instead of a baton, players can run while holding an unexpected item like a carrot or a remote control. (Consider including a bonus prize for the team that uses the most creative baton!)



NFL PLAY 60

Be a Part of NFL PLAY 60 Challenge!



The National Football League and the American Heart Association have teamed up to create NFL PLAY 60 Challenge to inspire kids to get the recommended 60 minutes of daily physical activity. Get kids moving this summer with these activities that you can do anywhere.

Join the movement today and pledge to PLAY 60!

Start a walking club. Kids can invite their friends and family to walk together: around the block, down the street, or to and from school.

Instead of playing board games together suggest a Daily Challenge with friends or family members. A Daily Challenge for kids could be a walk together or a bike ride, cleaning the house, carrying and putting away groceries, yard work, shoveling snow, or even painting a room.

Don't just sit there! Instead of kids watching music videos on TV or the computer, invite them to get up and dance with the video!

Hold a scavenger hunt! Make up a list of items for kids to collect. Have them walk around searching until they have collected every item on the list.

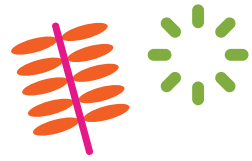
Take a fitness break. Double your impact with physical activities that teach kids about choosing healthy foods to eat. Find them in NYRR's Running Start under Nutrition Activities.

Replace current snacks with healthier ones. Low-fat yogurt, fresh fruit and veggies, popcorn, and whole wheat crackers with low-fat cheese are all choices that will keep kids energized.

Visit nflrush.com/play60 for more information on other PLAY 60 programs such as NFL Punt, Pass & Kick, and NFL FLAG.

TRY IT! When you're walking with a partner, try to walk farther and faster each time you meet. After a few times, see if you can jog all the way to your destination!





PLAYWARD

Play On with Playward!

Playward believes that all people—kids and adults—should PLAY! All it takes is a little imagination and some quality time!

Here are five ways to add some play into your day!

Make it a game. Transitions for kids can be tiring and stressful, but turning a transition into a game can make it engaging and exciting. Here are a few examples:

- Ask older kids, “Can you get to the car (or other mode of transportation) in 25 steps?”
- Ask younger kids, “How do you think a superhero would get to the car? What kind of superhero would you like to be?”

Keep your mind busy. Boredom is a sign that we need to use our imaginations. So encourage kids to start writing, drawing, or making music and see what they come up with!

Follow the leader! Give kids the chance to be in control. Try giving them two to three minutes to be the leader! Kids can get silly and lead adults to skip, jump, roll, dance, sing, and shout.

Come up with a handshake! As a family or a class, come up with a totally individual greeting. Great for a “Hello” or a “Goodbye,” your greeting can include sounds, faces, jumps, and more. It’s a great way to start—or end—your day!

Rock on! Place a large white blank sheet on a wall. Each day, every family member, student, or club member writes one positive word or phrase about himself or herself. After a week, you’ll see all the reasons why *everyone* rocks!

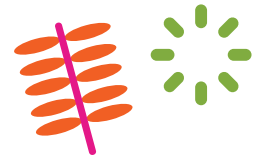
Go to playward.com for more information!

TRY IT! Play the most fun song you can find and start a conga line around the room!



POLICE ATHLETIC LEAGUE

PAL at Play!



The Police Athletic League (PAL), together with the NYPD and the law enforcement community, supports and inspires New York City youth to realize their full, individual potential!

PAL Fit is the physical education component of the after-school and summer camp program designed to improve health, attitudes, and academic achievement through exercise, nutrition lessons, and healthy lifestyle instruction. Grade-level academic lessons are directly integrated into fitness activities helping to reinforce school lessons while children play. Children in kindergarten through grade 8 take part in PAL Fit activities all over the five boroughs at the 20 PAL centers citywide!

Stay fit with PAL!

Visit palnyc.org for more information on PAL after-school programs and activity ideas like the one below!

“Truck Driver”

Time Needed: 10 to 15 minutes

Materials Needed: Open space

The Setup:

- Designate boundaries with cones and break children into two groups—the truck drivers and the passengers.
- Each truck driver should be designated a passenger. The passenger should keep his or her hands on the driver’s shoulders as the driver leads the passenger safely around other drivers.
- After a few minutes, have the passengers and drivers switch roles.

What to Do:

Call out commands to get the kids moving. Here are some examples.

- Green Light! (go)
- Red Light! (stop)
- Yellow Light! (slow down)
- Flat Tire! (hop on one leg)
- Cross the Bridge! (walk on tippy toes)
- Underpass! (walk in a squatted position)

Feel free to add commands and alter the game as you see fit!

Close the game by having a discussion about using listening skills and trusting one another.

TRY IT! From Alabama to Utah, and everywhere in between, PAL Fit works for everyone! Try these activities with your group and go to nick.com/thebighelp with an update.





SAFE ROUTES TO SCHOOL

Help Kids' Wheels Turn by Walking and Bicycling to School Together!

The Safe Routes to School National Partnership helps thousands of schools and millions of children enjoy safer sidewalks and pathways for walking and bicycling. Our **Fire Up Your Feet** program offers resources, programs, and activities to make it safe, convenient, and fun to walk or ride to school and in daily life.

Get Fired Up and Join a Walk- or Bike-to-School-Day!

Choose a day. Once a week or once a month, walk or bike to school with your child. Your friends and neighbors may want to join you! Visit fireupyourfeet.org/resources for tips on starting a walking school bus.

Map it out. It's easy to map your route to school. Just draw a simple map and then make note of things you see along the way. You can also use the maps for a display at school to encourage more walking and bicycling! Visit fireupyourfeet.org/mapping-activity for a sample mapping activity.

Make it safe. You can help make your community safer for people bicycling and walking through Safe Routes to School. Invite students, parents, teachers, and community members to join you on a walkabout with your child. Identify locations that need better signs, crossing guards, or new sidewalks. Then speak out to others who care about this cause. Download a **checklist** so you can keep track of your ideas.

Keep it growing. Choose healthy fundraising options to support your school wellness goals. With Fire Up Your Feet fundraising, you and your child's school can pledge to reach physical activity goals, such as moving 60 minutes a day, through activities like walking to school or through events like walk-a-thons and fun runs. Go to fireupyourfeet.org/health-fundraising to learn more.

By walking and bicycling to school, your child can become a champion for *Let's Move!* Active Schools and support active environments that engage students in movement every day. Fire Up Your Feet is a partner program of *Let's Move!* Active Schools. Visit fireupyourfeet.org to learn more.

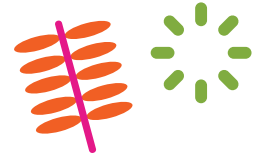
Find Safe Routes on **Facebook** or visit fireupyourfeet.org to get involved with Fire Up Your Feet!

TRY IT! Get on the train! Similar to a walking school bus, a bike train is a great way to bring the community together while getting fit.



USA ULTIMATE

Play Ultimate — the Sport with the Flying Disc!



Ultimate (also called Ultimate Frisbee™) is a fast-paced, fitness-filled activity where everyone gets involved. Best of all, it's easy to get started. Use the information below to teach kids how to play Ultimate!

Grab a disc and a friend! Step one is to get kids outside and play some catch—any disc will work, but you'll have the most fun with an official Ultimate disc—traditionally 175g in weight. Try out some new throws (the forehand, the hammer, or even a blade), and let participants practice some long throws, sending you deep to catch them!

Invite your neighbors. Playing catch is fun, but with a group of six you can play Ultimate! Help kids invite their friends and neighbors out to play.

Set the field. Use cones or other markers (shoes or water bottles work well) to create two end zones. Full-sized Ultimate fields are 70x40 yards, with 20-yard-deep end zones. For a smaller field, use a space that's 25x50 yards. (One adult step is pretty close to a yard!)

Play! Ultimate is a pretty simple game. You can't run when you are holding the disc, but you can run anywhere you want if you don't have it. If you catch the disc in the end zone, you score!

Here's what to do:

- Decide on teams. Regulation games are played with two teams of seven, but you can play with as few as three people per team!
- Have teams line up at the front of each end zone, so the teams are facing one another.
- One team (the defense) throws the disc, like a kickoff in football, to the other team (the offense).
- The offense tries to pass the disc between members of their team down the field until someone catches it in the end zone.
- The defense tries to knock the disc down (only when it's in the air) or intercept a pass.
- If the disc touches the ground, even if the defense touched it last, the offense's turn is over and the defense now gets a turn to pass the disc down the field to try and score in the other end zone.

Play with Spirit: Ultimate is a non-contact, self-officiated sport governed by Spirit of the Game™. So encourage kids to work together and if they cannot agree on a call after a few seconds, use a do-over: send the disc back to the thrower and play on!

Find more specific rules, games and places to play at usaultimate.org.

TRY IT! Play a game of Ultimate with everyone wearing a funny hat!





UNITED STATES TENNIS ASSOCIATION

Host a Free Tennis Play Event and Get Kids Active!



It's easier than ever for kids to get in the game! Shorter, lighter racquets, slower-bouncing balls, and shorter courts allow kids of all ages and skill levels to achieve greater physical activity. Best of all, the whole family can play together, and no tennis experience is required.

Here are a few tips for getting started!

Pick a location where a tennis play area can be set up. Then gather the right equipment.

- Use lightweight nets or a makeshift net such as a rope that can cover an 18' to 20' area. (For example, a lowered badminton or volleyball net can be used.)
- Improvise with yellow caution tape or rope with streamers.
- Utilize existing markings on floors, such as badminton and volleyball lines.
- Flat rubber lines, chalk, or tape can be used for marking playing surfaces.

Have the right equipment! This is key to ensure a successful event.

- Obtain a minimum of 20 kid-sized racquets (21" to 25") and encourage kids to bring their own.
- Have enough foam and low compression balls for each activity (10 to 12 per activity).

It's game time! Plan to have enough activity and game stations to keep kids of all levels moving and having fun. Here are some tips to ensure your event runs smoothly.

- Whenever possible, divide groups by age or skill level.
- Improve the adult-to-child ratio by encouraging parents, volunteers, or high school/college students to come out and play.
- Enlist older or more-skilled players to help the younger or less-skilled players.
- To modify activities for children who have difficulty rallying the ball, utilize balloons, beach balls, or yarn balls to simulate a rally. It may also help to have players roll the ball with racquets to create a rally.

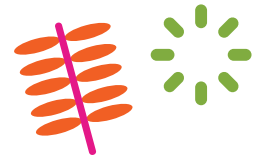
TRY IT! Think beyond the court! If tennis courts are not available or convenient, other locations such as parks, driveways, school blacktops, or gyms are great alternatives.

YouthTennis.com
Get Active



ZUMBA® FITNESS

Get Movin' with Zumba® Kids and Zumba® Kids Jr.!



All we need is a beat! Zumba® Kids and Zumba® Kids Jr. classes are designed exclusively for kids (ages 7 to 11 and 4 to 6, respectively) to combine movement and music in a class for children. These two classes are high-energy dance parties packed with specially choreographed, kid-friendly routines and all the music kids of each age group love, like hip-hop, house, Reggaeton, and more.

Zumba classes inspire kids to express themselves through movement and play while effectively improving their overall health and wellness. Kids love it because it's on the cutting edge, and it creates a welcoming environment and community! Parents love it because it's active and exciting, and because it helps increase kids' focus and self-confidence, boosting metabolism and enhancing coordination.



The Zumba Kids program is the ultimate dance-fitness party for 7-to-11-year-old Zumba fans, where they can play it loud and move to the music with friends! This program features age-appropriate music and moves that get kids moving to the beat. It's all about feeling fearless on the dance floor, and reinforcing the idea that it's okay to just be yourself and dance like no one's watching!



Zumba Kids Jr. classes are a dance-and-play party for little feet where pint-sized party animals get silly, dream big, and begin their journey to a healthy future. This program is where 4-to-6-year-olds can let loose and be themselves: little bundles of natural energy that are endlessly curious about new sounds and experiences! Here they can socialize, move to age-appropriate music, and play games with other kids.

To learn more about Zumba programs, and to find a class near you visit zumba.com.

TRY IT! Raise money while you get into shape! Work with a local gym or school to hold a Zumbathon charity event for a good cause.



PRESIDENT'S COUNCIL ON FITNESS, SPORTS & NUTRITION

60 Minutes or More a Day, Where Kids Live, Learn, and Play!

The President's Council on Fitness, Sports & Nutrition (PCFSN) educates, engages and empowers all Americans to adopt a healthy lifestyle that includes regular physical activity and good nutrition. Through its partnerships with the public, private, and nonprofit sectors, PCFSN promotes programs and initiatives that motivate people of all ages, backgrounds, and abilities to lead active, healthy lifestyles.

Why 60 minutes of physical activity?

Regular physical activity helps students succeed in schools—and in life! In addition to keeping kids healthy and strong, being active for 60 minutes each day has been shown to do the following:

- Increase concentration and focus
- Improve classroom attendance and behavior
- Boost academic performance

Two leading programs that support Nickelodeon's Worldwide Day of Play efforts are *Let's Move!* Active Schools and Presidential Active Lifestyle Award (PALA+).

Let's Move! Active Schools As the places where kids spend a majority of their time, schools are important places for students to experience and enjoy being active. That's why First Lady Michelle Obama introduced the *Let's Move!* Active Schools program to help schools across the country make quality physical activity a part of every kid's day.

Let's Move! Active Schools is a comprehensive program that empowers school champions—PE teachers, classroom teachers, principals, administrators, and parents—to create active environments that enable all students to get moving and reach their full potential. A *Let's Move!* Active School provides opportunities for kids to stay fit in five key areas:

1. Physical education
2. Physical activity during school
3. Physical activity before and after school
4. Family and community involvement
5. Staff involvement

Let's Move! Active Schools provides individual champions with a clear roadmap to meet their goals in the five key areas above. After signing up at letsmoveschools.org, school champions are guided through a simple, six-step process that helps them build a team, make a plan, and access free resources and tools!

For more information about the President's Council, visit fitness.gov and find them on Twitter.

TRY IT! PE class is an easy place for children to get 60 minutes of physical activity, but what are some other ways they can stay active? Consider joining (or starting!) a before-school running club, or encourage families to take a walk after dinner each night.



PRESIDENT'S COUNCIL ON FITNESS, SPORTS & NUTRITION

I Can Do It, You Can Do It!

I Can Do It, You Can Do It! (ICDI) facilitates and encourages opportunities for all Americans, regardless of ability, to follow a healthy lifestyle that includes regular physical activity and good nutrition. ICDI is a program for children and adults with disabilities.

Did you know?

- Approximately 56 million Americans have a disability.
- The obesity rate for children with disabilities in the U.S. is 38% higher than it is for children without disabilities.
- The obesity rate for adults with disabilities in the U.S. is 57% higher than it is for adults without disabilities.
- It's important for all of us, regardless of ability, to find ways to stay physically active!

Activity for ALL on Worldwide Day of Play!

Consider these tips when deciding the best way for your kids to stay active.

Before you begin...

- Talk to your child's doctor about the types and amounts of physical activity that are right for them. If they are taking medicine, be sure to find out how it will affect their physical activity.
- It's also a good idea to talk to a trained exercise professional. Find a fitness center near you that is comfortable and accessible for your child. Ask if they have experience working with people with similar disabilities.

Aim for 60 minutes per day of moderate aerobic activity.

- This could include your child walking fast or pushing themselves in their wheelchair, swimming, raking leaves, or other activities that make their heart beat faster.
- Start slowly. Encourage your child to be active for a least 10 minutes at a time.

Do strengthening activities two days a week.

- This includes sit-ups, push-ups, or lifting weights.
- Try working on the muscles that your child uses less often because of their disability.

Find support and stick with it.

- Work out with your child, especially if they are trying out a new activity.
- If your child cannot meet their activity goal, don't let them give up. Start again tomorrow.
- Make sure your child is active according to their abilities. Some physical activity is better than none!

Become an Advocate!

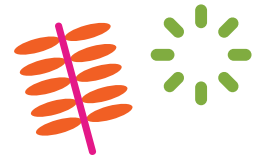
ICDI offers recognition through the Presidential Active Lifestyle Award (PALA+). The program includes resources to keep participants engaged in leading a healthy lifestyle. The President's Council encourages organizations to join the I Can Do It, You Can Do It! team to help improve the health and fitness of people with disabilities.

It's easy to become an ICDI Advocate! To get started, send an email to icdi@hhs.gov for more information about how to sign up.



PALA+ INFORMATION PAGE

Presidential Active lifestyle Award: Activity+ Nutrition (PALA+)











Encourage kids to take the PALA+ Challenge to be active for at least 60 minutes a day, five days a week, for six out of eight weeks. There is something for every interest and level! Maximize the fun by getting friends, family, or club members involved—helping kids find activities they enjoy makes achieving their goal a snap.

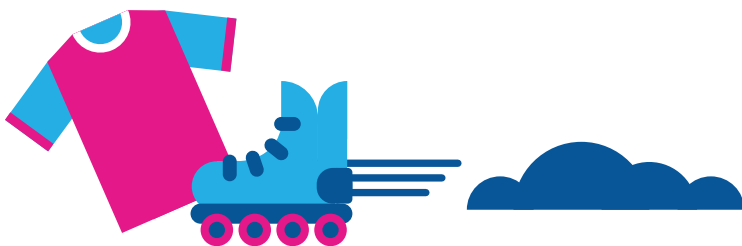
In addition to fulfilling the physical activity requirements of PALA, PALA+ participants must choose one nutrition goal per week from eight healthy eating options, and build upon each over the six-week period. By the end of the program, participants will have learned how to incorporate six healthy eating habits into their everyday lives.

Kids can use the log provided on the next page to track their progress and then share their accomplishments with Nick to receive a PALA+ certificate of accomplishment.

To learn more about PALA+, visit presidentschallenge.org.

Nutrition Goals:

-  Make half your plate fruit and vegetables.
-  Make half the grains you eat whole grains.
-  Choose fat-free or low-fat (1%) milk, yogurt, or cheese.
-  Drink water instead of sugary drinks.
-  Choose lean sources of protein.
-  Compare sodium content in foods like soup and frozen meals and choose foods with less sodium.
-  Eat some seafood.
-  Pay attention to portion size.





PRESIDENTIAL ACTIVE LIFESTYLE AWARD + PROGRAM LOG

Use this PALA+ log to track your progress every week. Share your records with Nickelodeon and receive a certificate of accomplishment.

Participant Name: _____ Start Date: _____ Completion Date: _____

| WEEK 1 | ACTIVITY | TIME SPENT |
|-------------------------------|----------|------------|
| MON | _____ | _____ |
| TUES | _____ | _____ |
| WED | _____ | _____ |
| THURS | _____ | _____ |
| FRI | _____ | _____ |
| SAT | _____ | _____ |
| SUN | _____ | _____ |
| Healthy Eating | | |
| - Select a goal for this week | | |

Participant Signature _____ Date _____

| WEEK 3 | ACTIVITY | TIME SPENT |
|-------------------------------|----------|------------|
| MON | _____ | _____ |
| TUES | _____ | _____ |
| WED | _____ | _____ |
| THURS | _____ | _____ |
| FRI | _____ | _____ |
| SAT | _____ | _____ |
| SUN | _____ | _____ |
| Healthy Eating | | |
| - Select a goal for this week | | |

Participant Signature _____ Date _____

| WEEK 5 | ACTIVITY | TIME SPENT |
|-------------------------------|----------|------------|
| MON | _____ | _____ |
| TUES | _____ | _____ |
| WED | _____ | _____ |
| THURS | _____ | _____ |
| FRI | _____ | _____ |
| SAT | _____ | _____ |
| SUN | _____ | _____ |
| Healthy Eating | | |
| - Select a goal for this week | | |

Participant Signature _____ Date _____

| WEEK 2 | ACTIVITY | TIME SPENT |
|-------------------------------|----------|------------|
| MON | _____ | _____ |
| TUES | _____ | _____ |
| WED | _____ | _____ |
| THURS | _____ | _____ |
| FRI | _____ | _____ |
| SAT | _____ | _____ |
| SUN | _____ | _____ |
| Healthy Eating | | |
| - Select a goal for this week | | |

Participant Signature _____ Date _____

| WEEK 4 | ACTIVITY | TIME SPENT |
|-------------------------------|----------|------------|
| MON | _____ | _____ |
| TUES | _____ | _____ |
| WED | _____ | _____ |
| THURS | _____ | _____ |
| FRI | _____ | _____ |
| SAT | _____ | _____ |
| SUN | _____ | _____ |
| Healthy Eating | | |
| - Select a goal for this week | | |

Participant Signature _____ Date _____

| WEEK 6 | ACTIVITY | TIME SPENT |
|-------------------------------|----------|------------|
| MON | _____ | _____ |
| TUES | _____ | _____ |
| WED | _____ | _____ |
| THURS | _____ | _____ |
| FRI | _____ | _____ |
| SAT | _____ | _____ |
| SUN | _____ | _____ |
| Healthy Eating | | |
| - Select a goal for this week | | |

Participant Signature _____ Date _____

VERIFICATION:

I certify that I have met the requirements of the Presidential Active Lifestyle Award+ and I have met my healthy eating goals.

- I have met my daily activity goal for at least five days each week.
- I have engaged in physical activity for at least six out of the last eight weeks.

Participant Signature _____
 Supervising Adult's Signature (if applicable) _____

Once you are finished, you can submit this paper log to Nickelodeon at 1515 Broadway, 44th Floor, New York, NY 10036, or at PublicAffairs@nick.com.

BIRDS EYE

Play with Your Vegetables!

Birds Eye has committed to a three-year effort, in conjunction with Partnership for a Healthier America (PHA), to inspire kids to eat well and play well.

Nutrient-rich foods like colorful veggies, fruit, whole grains, nuts, beans, low-fat dairy, lean meats, and seafood all give kids and families the energy they need for play. A balance of these wholesome foods provides the right combination of protein, carbohydrates, and healthy fats to fuel the body to perform at its best before, during, and after play.

Here are a few ways kids can incorporate vegetables into their own day of play!

Corn: Try combining sweet corn kernels together with chopped tomatoes, black beans, olive oil, and lime juice for a refreshing post-game salsa. Serve it with whole-grain tortilla chips!

Broccoli: Add broccoli “trees” to salads, whole-grain pasta, pizza, and soups.

Carrots: Be a veggie explorer and try adding vegetables to unexpected snacks, like smoothies! For a replenishing after-the-game smoothie, blend carrots with yogurt, honey, and orange juice.

Peas: Refuel with veggie tacos packed with bright green peas! Or toss peas together with some corn, carrots, and broccoli to create a rainbow of colors and flavor on your plate!

For more family-friendly, kid-inspired veggie recipe ideas visit birdseye.com/kids.

TRY IT! For an unexpected post-game dinner, make a pizza face! Use whole-grain crust topped with pizza sauce. Add reduced-fat cheese, and top with broccoli and other veggies—in the shape of a smiley face, of course!

Sponsored By



PARENTS: PREPARE. PLEDGE. PLAY!



Kids aren't the only ones who need to get ready for the Worldwide Day of Play—so do parents! Here's a checklist that might come in handy in the days and weeks leading up to WWDoP.

PREPARE

- Go to nick.com/thebighelp to find events in your area.
- Consider starting your own event. You can do it on your own or partner with a school, nonprofit organization, or other interested group.
- Visit your nearby Burlington to get all geared up in style, the Official Gear Up Destination of WWDoP.

PLEDGE

- Mark your calendar for **September 21, 2013**—Worldwide Day of Play!
- Make the commitment to get your kids to participate. Discuss potential options for the day with your child(ren) so you can make an informed and effective decision.

PLAY

- Get in on the action with your kids! Consider asking organizers of local events if you can participate as well!
- Keep it going throughout the year! Encourage your kids to stay active throughout the year, not just on Worldwide Day of Play. Use the suggestions throughout this Playbook as starter ideas, or follow them closely.

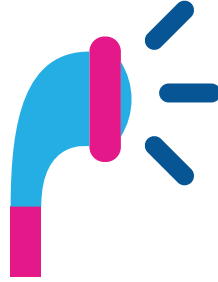
Afterward, check out nick.com/thebighelp for recaps and updates!

Stay tuned for more updates as we get closer to **Worldwide Day of Play!**

Sponsored By

Burlington

The Official Gear Up Destination of Worldwide Day of Play



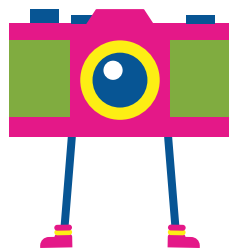
MAKE IT OFFICIAL!

This section contains documents you can use to make your day of play official.

Read on to find the following:

- **Flyer**
- **Certificate of Participation**
- **Proclamation**

After your event, be sure to visit nick.com/thebighelp to see how your Worldwide Day of Play story could be featured!





WORLDWIDE DAY OF PLAY CELEBRATING A DECADE OF PLAY!

| | |
|----------|------|
| Date | Time |
| Location | |
| Details | |
| | |

Get up, get out,
and go play with
Nickelodeon!

LET THE PLAY BEGIN!





CERTIFICATE OF PARTICIPATION

is awarded to





For outstanding participation in Nickelodeon's Worldwide Day of Play and for demonstrating a stellar commitment to a healthy lifestyle.

Presented in partnership with Nickelodeon.

Signature _____ Date _____





WORLDWIDE DAY OF PLAY PROCLAMATION

Whereas, on behalf of the citizens of _____ (City/State), I join Nickelodeon, Afterschool Alliance, ASPCA, Association of Children’s Museums, Boys and Girls Clubs of America, Girl Scouts of the USA, Kiwanis International/Key Club, Let’s Move, NFL Play 60, President’s Council on Fitness, Sports and Nutrition, Safe Routes to School, US Paralympics, USA Ultimate, YMCA, and the many other participating organizations in celebrating the 10th Anniversary of Nickelodeon’s Worldwide Day of Play, and

Whereas, Nickelodeon, alongside schools, after-school and community-based organizations, sports leagues and teams, and elected officials, has been supporting physical activity and healthy living **since 2004**. For the 10th anniversary of Worldwide Day of Play, Nickelodeon is celebrating with one simple message: Get up, get out, and go play! And,

Whereas, an essential part of Worldwide Day of Play’s success is the thousands of events encouraging active play Nickelodeon and its partners host for kids around the world, and

Whereas, nutritious diets and physical activity are essential components to living a healthy lifestyle and reducing disease, and

Whereas, _____ (City/State) and Nickelodeon are committed to supporting kids’ health and wellness,

THEREFORE, be it resolved, that I _____ (Name and title of elected official) do hereby proclaim _____ (Date) to be Worldwide Day of Play in _____ (City/State).

Signature

This year’s celebration is a summer-long initiative leading up to Worldwide Day of Play on **Saturday, September 21, 2013**. Nickelodeon invites you to celebrate and amplify your programs that keep kids healthy and active all year long by participating in this monumental day of play.

Nickelodeon is proud to be working with such fantastic organizations for Worldwide Day of Play!





nick.com/thebighelp

SPREAD THE WORD WITH **#WWDOP**