



PRESENTS

# PLAYBOOK

## WORLDWIDE DAY OF PLAY & PALA CHALLENGE 2011

A PLANNING GUIDE FOR YOUTH ORGANIZATIONS



Proud supporter of:



# ABOUT WORLDWIDE DAY OF PLAY

**NOW IN ITS 8TH YEAR,** Worldwide Day of Play is an entire day dedicated to active play. On Worldwide Day of Play, Nickelodeon goes completely "dark" for three hours, turning off programming to encourage kids to get up, get out and go play! Every year, Worldwide Day of Play is celebrated with more than 3,500 local events in all 50 states and in 13 countries.

**nickelodeon**<sup>™</sup>  
worldwide  
**DAY**<sub>OF</sub>**PLAY**<sup>™</sup>

**SATURDAY,  
SEPTEMBER  
24, 2011**





# BE A PART OF THE MOVEMENT

Kids and families are taking the President's Council on Fitness, Sports & Nutrition's Presidential Active Lifestyle Award (PALA) Challenge to stay fit and celebrate their success on Worldwide Day of Play.

## GET INVOLVED

### 1. Participate in the PALA Challenge

First Lady Michelle Obama's Let's Move! initiative is based on the goal of ending childhood obesity within a generation. To support this important effort, the Presidential Active Lifestyle Award (PALA) program asks kids to participate in the PALA Challenge by being active 60 minutes a day, at least five days a week, for six out of eight weeks.

- To get started, kids can visit the Big Help Clubhouse to select the PALA Challenge Action and track their progress.
- Once they complete the Challenge, they'll receive digital rewards and a PALA certificate of accomplishment.
- Adults can check out resources on [pro-social.nick.com](http://pro-social.nick.com) to help them encourage kids to participate.

### 2. 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. 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 on [nick.com/thebighelp](http://nick.com/thebighelp) to gain access to posters, giveaways, and even funding. On September 24, registered events will be scrolled across TV screens on Nickelodeon!

**Contact: [PublicAffairs@Nick.com](mailto:PublicAffairs@Nick.com) or 212-846-4333**

Join the conversation on Twitter. [#worldwidedayofplay](https://twitter.com/worldwidedayofplay)

# 7 Tips to Plan Your Worldwide Day of Play Event

## 1. Select a Date and a Location

- Select a date on or around September 24 that works for your Club.
- 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.

## 2. 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 your school or community for support including publicity, space, funding, or equipment. The mayor, local merchants, and residents are all great potential resources!

## 3. Plan Your Activities

- Decide what activities your event should include. The sky's the limit and you can do whatever works 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 provided near the end of this Playbook.)

## 4. 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 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.)

**NEED SOME WORLDWIDE DAY OF PLAY IDEAS? Here are a few suggestions to get you started.**

- Extend recess one day.
- Host a walkathon.
- Hold a kids-vs-parents tournament of games.
- Try Zumba!
- Go on a hike in a National Park.
- Have a dance contest.

See page 6 for even more ideas. You can also celebrate PALA Challenge success stories or kickstart kids on the program.

## 5. Register Your Event with Nickelodeon and Take Advantage of Nick's Resources

- Log onto the Resources page of [nick.com/thebighelp](http://nick.com/thebighelp) to officially register your event. Once registered, you'll qualify to receive posters, banners, giveaways, and even funding.
- Get to know the ins and outs of this Playbook and of [nick.com/thebighelp](http://nick.com/thebighelp) so you can easily find flyers, permission slips, proclamations, press information, certificates, and more.
- Email [PublicAffairs@nick.com](mailto:PublicAffairs@nick.com) for more information!

## 6. Spread the Word

- Use the flyer on page 13 and post it around town (with proper permission, of course).
- Use approved social media outlets including Twitter and Facebook to promote your event. Join the conversation on Twitter: #worldwidedayofplay
- If your organization has a website or an email list, use them to get the word out!
- Contact us at [PublicAffairs@nick.com](mailto:PublicAffairs@nick.com) so we can help you coordinate publicity with your local media as well.

## 7. Thanks for the Memories!

- After your event, be sure to send or email Nickelodeon photos, videos, stories, and suggestions. With your permission, Nickelodeon could even feature the pictures online or on the air!



# 100 CHECK OUT THESE FUN WAYS TO GET ACTIVE!

Provided by President's Council on Fitness, Sports & Nutrition

Kids can become active and have fun while fulfilling the PALA Challenge any number of ways. Whether they're engaging in traditional sports and fitness or out-of-the-box activities, kids should be encouraged to harness their passions and get moving! These activities are also great ideas for **Worldwide Day of Play** events.



Aerobics

Archery

Badminton

Baseball

Basketball

Baton Twirling

Bicycling

Billiards

Bowling

Boxing/Kickboxing

Calisthenics

Canoeing

Cardio Machines

Cardio Tennis

Cheerleading

Children's Games

Circuit Training

Cricket

Croquet

Cross Country Skiing

Curling

Dancing

Darts

Diving

Downhill Skiing

Fencing

Field Hockey

Fishing

Footbag

Football

Frisbee

Gardening

Golf

Gymnastics

Handball

Hang Gliding

Hiking/Backpacking

Hockey

Home Repair

Horseback Riding

Horseshoe Pitching

Household Tasks

Hunting

Inline Skating

Jai Alai

Juggling

Kayaking

Lacrosse

Lawn Bowling

Mowing/Gardening

Lifting/Hauling

Marching

Martial Arts

Motocross

Mountain Biking

Mountain Climbing

Nintendo Wii (Sports)

Nordic Walking

Orienteering

Paddleball

Pedometer

Pilates

Polo

Racquetball

Rock Climbing

Roller Skating

Rope Jumping

Rowing

Rowing Machine

Rugby

Running

Sailing

Scuba Diving

Shuffleboard

Skateboarding

Skating

Ski Jumping

Skimobiling

Skydiving

Sledding

Snorkeling

Snow Shoveling

Snowboarding

Snowmobiling

Snowshoeing

Soccer

Softball

Squash

Stationary Bike

Stretching

Surfing

Swimming

Table Tennis

Tai Chi

Tennis

Track & Field

Trampoline

Trap & Skeet

Unicycling

Volleyball

Walking

Wallyball

Water Aerobics

Water Jogging

Water Polo

Water Skiing

Weight Training

Whitewater Rafting

Wrestling

Yoga

# Get Outdoors & Enjoy National Parks

Did you know that America has nearly 400 national parks? Located in all corners of the US, national parks protect, preserve, and share our country's history, culture, and most amazing landscapes. The National Park Foundation, [nationalparks.org](http://nationalparks.org), is the official charity of America's national parks, and offers a variety of resources to help kids discover these special places and develop a lifelong connection to the parks.

## Take Action: Discover and visit a national park!

Here are some tools to help you introduce national parks to your students or Club members.

### 1. Travel!

Plan a park trip for your organization with **Parks for Play: 35 National Park Adventures for Kids of All Ages**, which can be downloaded for FREE at [nationalparks.org/kids](http://nationalparks.org/kids).

### 2. Learn!

Go to [nps.gov/learn/juniorranger.cfm](http://nps.gov/learn/juniorranger.cfm) to find out if the park you're visiting has a Junior Ranger program. Participants complete a series of activities during their park visit to become official Junior Rangers.

### 3. Go virtual.

Take your Club or class on a virtual field trip with the National Park Foundation's Electronic Field Trips (EFTs). An EFT offers a up-close exploration of a park and its unique features. The companion website—featuring games and activities—will help the kids you're working with make the most of the experience. Go to [electronicfieldtrip.org](http://electronicfieldtrip.org) to learn more.

**4. Create enthusiasm around national parks** by going to [nps.gov/webangers](http://nps.gov/webangers) and introducing kids to WebRangers. An online extension of the National Park Service's Junior Ranger program, this site uses games, activities, maps, and secret codes to encourage self-paced exploration resulting in a deep understanding of our national treasures.

**5.** Go to [nationalparks.org](http://nationalparks.org), [facebook.com/nationalpark](https://www.facebook.com/nationalpark), and [twitter.com/goparks](https://twitter.com/goparks) to stay on top of the latest national park news and offerings.

## DID YOU KNOW?

According to the CDC, children and adolescents should engage in at least an hour of daily physical activity. Here's a list of the primary types of physical activity in which kids should engage at least three times a week.

- **Aerobic:** Most activity should be at either moderate or vigorous intensity levels.
- **Muscle-strengthening:** Children and adolescents should engage in muscle-strengthening physical activity at least three days a week.
- **Bone-strengthening:** Activity that encourages bone-strengthening should also be part of kids' physical activities.

Have kids go to [nick.com/thebighelp](http://nick.com/thebighelp) to log their Actions and learn more about National Parks!





# 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.

Play 60 provides schools with NFL Play 60 Challenge resources and activities to get kids excited about being healthy and active.

## Take Action: Be a part of NFL Play 60 Challenge!

**1. Start a Walking Club.** Get your friends and family together and walk: around the block, down the street, to and from school. Try to walk farther and faster each time you meet.

**2. Instead of playing board games together,** try doing a Daily Challenge together. Take a walk together or a bike ride. Everyone can lend a hand in cleaning the house, carrying and putting away groceries, doing yard work, shoveling snow, or even painting a room.

**3.** Are you watching music videos on TV or the computer? **Don't just sit there, get up and dance with the video!**

**4. Hold a scavenger hunt!** Ask a family member to make up a random list of items for you to collect. Walk around searching until you have collected every item on the list.

### **5. Replace your current snacks with healthier ones.**

Low-fat yogurt, fresh fruits and veggies, popcorn, and whole wheat crackers with low-fat cheese are all good choices that will keep you energized.

Visit [nflrush.com](http://nflrush.com) for more information.

Information provided by the NFL and American Heart Association.





# PALA CHALLENGE PLAY LIST

## Move It. Log It. Earn It.

Take the PALA Challenge to be active for 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 your family and friends involved—finding activities you enjoy will make achieving your goal a snap. Use the log provided (reverse side) to track your progress and then share your accomplishments with Nick to receive digital rewards and a PALA certificate of accomplishment.

**This sample play list will help you get started!**

- Get outside and go for a hike.
- Go for a swim.
- Hit the gym.
- Play a game of flag football. Check out [nflrush.com](http://nflrush.com) for more info about NFL Play 60.
- Learn a new sport like fencing or badminton.
- Take the dog for a walk.
- Play hide-and-go-seek or tag with your friends.
- Go for a canoeing trip.
- Try indoor rock climbing.
- Relax while working out with some yoga.



Visit [presidentschallenge.org](http://presidentschallenge.org) for more ideas.



# PRESIDENTIAL ACTIVE LIFESTYLE AWARD PROGRAM LOG

Use this PALA log to track your progress every week. Register your accomplishments at [nick.com/thebighelp](http://nick.com/thebighelp) in the Big Help Club-house to receive digital rewards and a PALA certificate of accomplishment.

Participant name: \_\_\_\_\_ Start Date: \_\_\_\_\_ Completion Date: \_\_\_\_\_

WEEK 1	ACTIVITY	TIME SPENT
MON	_____	_____
TUES	_____	_____
WED	_____	_____
THURS	_____	_____
FRI	_____	_____
SAT	_____	_____
SUN	_____	_____
Participant signature: _____		Date: _____

WEEK 2	ACTIVITY	TIME SPENT
MON	_____	_____
TUES	_____	_____
WED	_____	_____
THURS	_____	_____
FRI	_____	_____
SAT	_____	_____
SUN	_____	_____
Participant signature: _____		Date: _____

WEEK 3	ACTIVITY	TIME SPENT
MON	_____	_____
TUES	_____	_____
WED	_____	_____
THURS	_____	_____
FRI	_____	_____
SAT	_____	_____
SUN	_____	_____
Participant signature: _____		Date: _____

WEEK 4	ACTIVITY	TIME SPENT
MON	_____	_____
TUES	_____	_____
WED	_____	_____
THURS	_____	_____
FRI	_____	_____
SAT	_____	_____
SUN	_____	_____
Participant signature: _____		Date: _____

WEEK 5	ACTIVITY	TIME SPENT
MON	_____	_____
TUES	_____	_____
WED	_____	_____
THURS	_____	_____
FRI	_____	_____
SAT	_____	_____
SUN	_____	_____
Participant signature: _____		Date: _____

WEEK 6	ACTIVITY	TIME SPENT
MON	_____	_____
TUES	_____	_____
WED	_____	_____
THURS	_____	_____
FRI	_____	_____
SAT	_____	_____
SUN	_____	_____
Participant signature: _____		Date: _____

**Verification:**

I certify that I have met the requirements of the Presidential Active Lifestyle Award.

- I have met my daily activity goal for at least five days each week. Participant Signature \_\_\_\_\_
- I have engaged in physical activity for at least six out of the last eight weeks. Supervising Adult's Signature (if applicable) \_\_\_\_\_

Once you are finished, log your accomplishment in the Big Help Club with the PALA Challenge health and wellness action. You can also submit this paper log to Nickelodeon at **1515 Broadway, 44th Floor, New York, NY 10036** or at [PublicAffairs@nick.com](mailto:PublicAffairs@nick.com).



# CELEBRATE WORLDWIDE DAY OF PLAY!

JOIN NICKELODEON, GET UP, GET OUT, AND GO PLAY!

**nickelodeon**  
worldwide  
DAY OF PLAY

DATE	TIME
LOCATION	
DETAILS	





**nickelodeon**  
worldwide  
**DAY OF PLAY**

**CERTIFICATE OF**  
**PARTICIPATION**

**Is Awarded To**

---

For outstanding participation in Nickelodeon's Big Help  
and for demonstrating a stellar commitment to health and wellness.

Presented in partnership with Nickelodeon.

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Signature \_\_\_\_\_ Date \_\_\_\_\_









**nickelodeon™**  
**worldwide**  
**DAY OF PLAY™**

**PERMISSION SLIP**

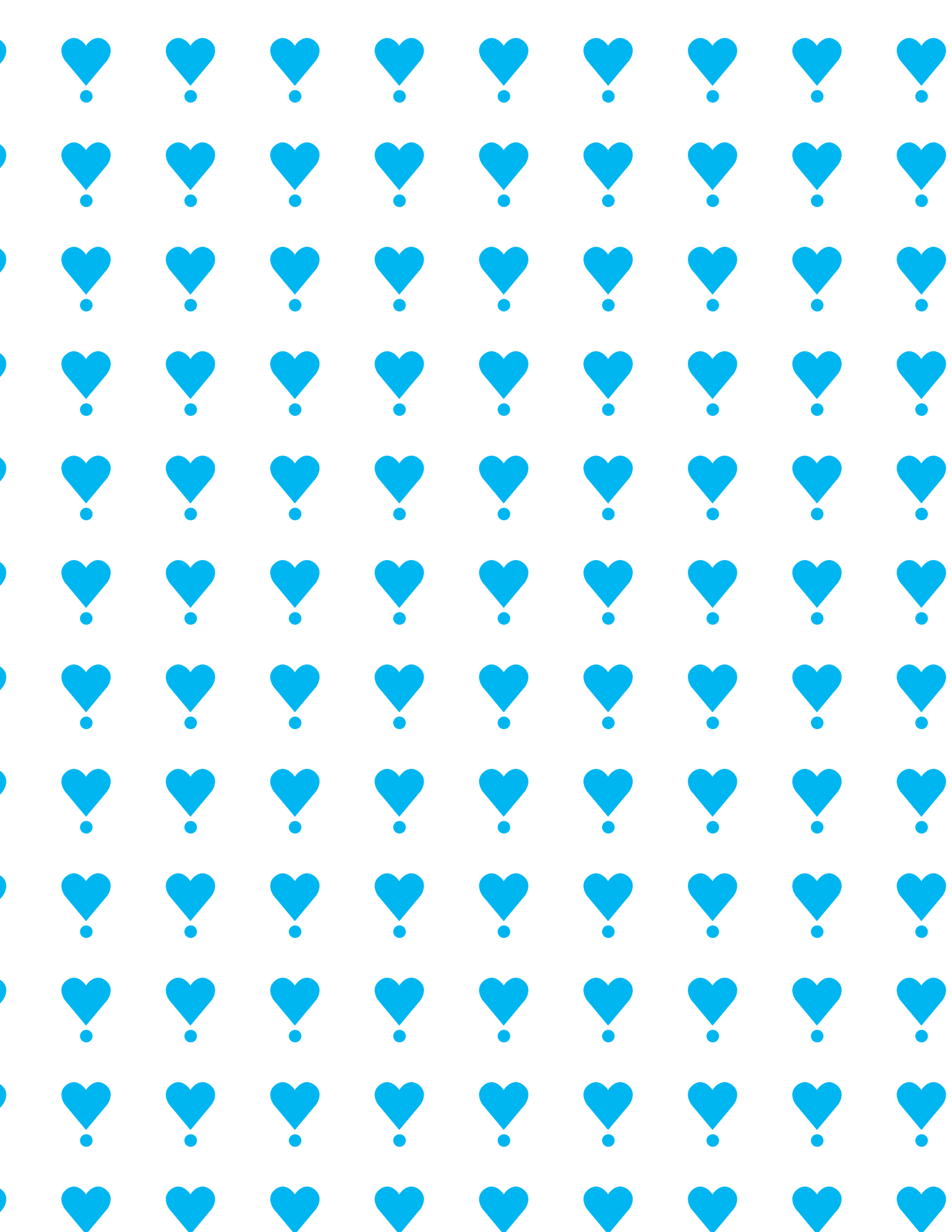
I, \_\_\_\_\_, am the parent or guardian of

\_\_\_\_\_ and hereby grant

him/her permission to participate in a Worldwide Day of Play event on \_\_\_\_\_.

X \_\_\_\_\_

(Signature)



USE THIS PROCLAMATION FOR YOUR **WORLDWIDE DAY OF PLAY** EVENT!

**nickelodeon.**  
**worldwide**  
**DAY OF PLAY**

Proclaimed to the citizens of \_\_\_\_\_ (City/State)

Whereas, on behalf of the citizens of \_\_\_\_\_ (Your City/State), I join Nickelodeon, Boys & Girls Clubs of America, President's Council on Fitness, Sports & Nutrition, and National Park Foundation, in celebrating Worldwide Day of Play and in ensuring that today's generation of kids becomes one of the healthiest, and

Whereas, part of Nickelodeon's international, grassroots effort is to get kids more physically active and to encourage positive, healthy, and playful lifestyles across the globe, thus Worldwide Day of Play is a fun event to empower our youth, and

Whereas, the rates of childhood obesity continue to rise at alarming rates, and

Whereas, today's children and adults don't get as much physical activity as they should, and

Whereas, nutritious diets and physical activity are an important component to living a healthy lifestyle and reducing disease, and

Whereas, \_\_\_\_\_ (City/State) is committed to working to support kids in becoming the healthiest generation,

NOW, 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)

IN OBSERVANCE THEREOF, I call upon the good people of \_\_\_\_\_ (City/State) to join me in recognizing all those associated with making this endeavor a reality, and wishing them all the very best in the future.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of \_\_\_\_\_ (Your State) on this \_\_\_\_ (Number) day of \_\_\_\_\_ (Month/Year).

\_\_\_\_\_  
Signature

# ARE YOU

# IN?



[NICK.COM/THEBIGHELP](http://NICK.COM/THEBIGHELP)

Join the conversation on Twitter: [#worldwidedayofplay](https://twitter.com/worldwidedayofplay)