

nickelodeonTM

WORLDWIDE DAY

PLAY
OF

SATURDAY

9.30.17

PARTNER PLAYBOOK

A PLANNING GUIDE FOR GRASSROOTS EVENTS

WORLDWIDE DAY OF PLAY 2017

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 years, these efforts have resulted in thousands of events and millions of kids being active and pursuing healthy lifestyles.

PLAN YOUR EVENT ON OR AROUND SEPTEMBER 30th

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!

GET STARTED!

This guide provides tips to help you plan an event for your organization.

- Be sure to register your event at <http://day-of-play.com>
- Share photos from your event using #WWDOP



THE ROAD TO WORLDWIDE DAY OF PLAY

This summer, Nickelodeon is traveling the nation on the Road to Worldwide Day of Play, bringing support to local community events that are encouraging active play and healthy lifestyles. It is the ultimate, summer-long celebration and Nickelodeon invites you to amplify your organization's health-based programs by participating in Worldwide Day of Play this September!

7 TIPS FOR PLANNING A WORLDWIDE DAY OF PLAY EVENT



1. REGISTER YOUR EVENT WITH NICKELODEON AT [DAY-OF-PLAY.COM](https://day-of-play.com)

- Registering here will allow for seamless communication. Nick's Public Affairs team will keep you posted with updates as September 30 approaches.
- Get to know the ins and outs of this playbook so you can easily find flyers, proclamations, press information, certificates, and more!

2. SELECT A DATE AND A LOCATION

- Select a date on or around September 30 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, so do whatever works best for your organization!
- Figure out details such as setup and cleanup.
- Connect to an existing event or program you have that is all about keeping kids active and playing.
- Make sure there's an adult on hand to oversee the event and provide resources for snacks and water as necessary.

5. RECRUIT VOLUNTEERS

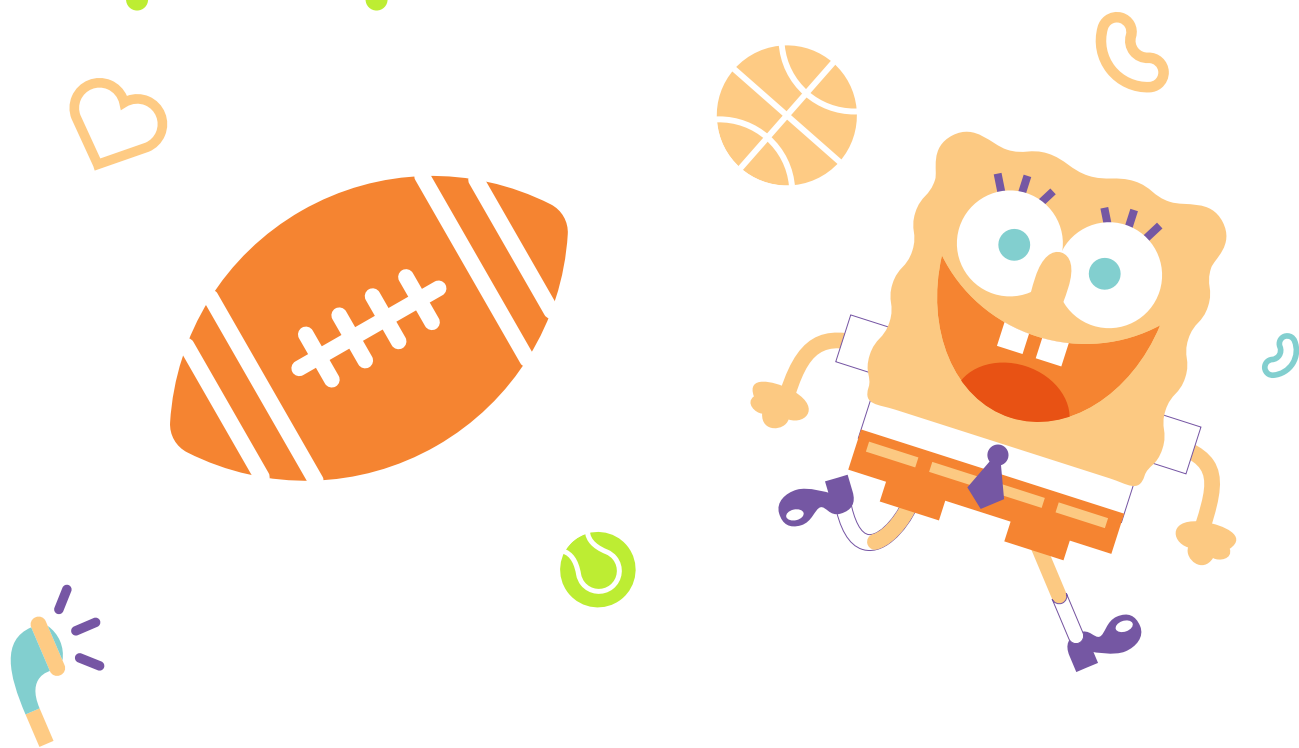
- Recruit adult volunteers through reliable organizations—trust us, you'll need them!
- Keep your volunteers informed of all details pertaining to the event, and any changes as they arise.
- Create a contact list with phone numbers and email addresses so it's easy to keep in touch with everyone.
- Post 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/play to see if your Worldwide Day of Play story has been featured!



JOIN THE MOVEMENT

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



BOYS & GIRLS CLUB OF AMERICA

MAKE THE HEALTHY CHOICE THE EASY CHOICE!

For more than 150 years, the Boys & Girls Club movement has been a leader in helping youth who need the organization most to stay active. To assist Club members to stay active, BGCA has created Play Breaks which are five minute bursts of activity that lead to 60 minutes of play daily. The following are activities from BGCA's PLAY Breaks guide.

TRIANGLE TAG

How to play:

1. Divide players into groups of four with three of the four holding hands in a circle, and one of the four outside the circle.
2. The member outside of the circle is the "tagger."
3. Members pick one of the three players holding hands to be the "runner." This person runs from the "tagger" but stays within the circle.
4. The other two players holding hands in the circle will help to protect the designated runner by moving the circle in different directions.
5. The tagger may not go inside the circle or lean on the arms of the two members holding hands.
6. Once the tagger has tagged the runner, the positions change.

ROCK PAPER SCISSORS SUPER BOWL

How to play:

1. Put members into pairs.
2. Partners compete in one round of rock, paper, scissors.
3. Repeat the round if there is a tie.
4. The winner from each pair moves on and finds another winning member to play.
5. The member who did not win cheers on the member who beat them for the remainder of the competition.
6. The winner of each round continues to advance and the members who don't win follow the winner to cheer for them.
7. The game continues until there are only two winners left.
8. Announce that this is the Super Bowl and that this final round determines the overall champion.

Visit bgca.org and click on "Programs" to learn more about how BGCA is creating a Healthier Generation.



**BOYS & GIRLS CLUBS
OF AMERICA**

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
Girl Scout Brownies

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
Girl Scout Juniors



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



GOOD SPORTSMANSHIP BADGE
Girl Scout Cadettes

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

CROSS-TRAINING BADGE
Girl Scout Seniors



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



COACHING BADGE
Girl Scout Ambassadors

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...

For more information, visit girlscouts.org/join.

I can't wait to
Play with my team
Score a goal
Hit a home run
Play GirlSports
Be a Girl Scout

girl scouts 

KIWANIS AND KEY CLUB INTERNATIONAL TEAM UP WITH TEENS!

Key Club International is a student-led high school organization that provides more than 270,000 members with opportunities to build character, develop leadership skills and serve children. A sponsored program of Kiwanis International, Key Club believes a balanced lifestyle is an important part of every child's life. By joining with Key Club, students serve with other high-achieving teens to change lives and improve their communities.

GIVE KEY CLUB A GO!

Work with Key Club to make this year's Worldwide Day of Play the best yet! Not sure where to 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.

SOME WAYS TO GET STARTED

Ask members of a Key Club near you to help you and your group raise money for a local charity by:

- Inviting Key Clubbers to help organize a water- or bike-safety event for your community.
- Co-hosting a jump-rope-a-thon.
- Planning a basketball shooting contest.
- Holding a soccer tournament.

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



KEY CLUB®



Kiwanis®

Service Leadership Programs

Key Club is a sponsored program of Kiwanis International.

NFL PLAY 60

BE A PART OF THE NFL PLAY 60 CHALLENGE!

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

Get moving, PLAY 60 with digital resources at www.aha-nflplay60challenge.org. Explore new ways to get active and energize your classroom or living room with these new resources!

JOIN THE MOVEMENT TO PLAY 60!

Enjoy a game of flag football. Start a pickup game in your backyard with friends and family or join a local NFL FLAG league near you! To find a local league, visit www.nflflag.com.

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.

Use your phone to get moving! Download the NFL PLAY 60 App on a mobile device to play a super cool and fun endless runner game. Earn points by running, jumping, and turning while holding the phone. The NFL PLAY 60 app will include updated game features this September!

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

Dance Party! Instead of kids watching music videos on TV or the computer, encourage kids to get up and dance along.

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

Fuel Up to Play 60. Healthy eating will give kids the necessary energy to be active for 60 minutes per day. Instead of cookies and candy, reach for low-fat yogurt, fresh fruits and veggies, or whole-grain crackers. Learn more about healthy activities related to exercise and nutrition at www.schools.fueluptoplay60.com/playbook.

Visit NFLRUSH.com/play60 for more information on other PLAY 60 programs such as NFL FLAG and Fuel Up to Play 60.

Tell everyone about your pledge to PLAY 60 using [#NFLPLAY60](https://twitter.com/NFLPLAY60)



PLAYWORKS

LEVERAGING THE POWER OF SAFE, FUN, AND HEALTHY PLAY!

Playworks is the leading national nonprofit leveraging the power of play in schools and on school playgrounds to transform children's social and emotional health. Playworks creates a place for every kid on the playground to feel included, be active, and build valuable social and emotional skills by providing opportunities for kids to accomplish the following, all through play:

- Explore their imaginations
- Increase their level of physical activity
- Take on leadership roles
- Resolve conflicts peacefully
- Actively demonstrate peer support (like high-fiving for effort).

DESIGN YOUR OWN HIGH-FIVE CHALLENGE!

Here's a personal challenge: How many supportive high-fives can you give out to friends in a single recess, or during a single school day? Want to make the challenge even bigger? Try fostering a culture of high-fiving for effort among your family, your teammates, all the kids in your grade, or your entire school. When you model supportive high-fives, you may be surprised by how swiftly your friends will follow your positive example!

Below is a fun way to add high-fives on the playground!

"High-Five Tag"

Time Needed: At least 5 minutes

Materials Needed: Open space

How to play:

1. Start by deciding on the boundaries of your tag area.
2. Remind players to use safe tagging (tag from shoulder to wrist only, with gentle fingers) and high-five technique (high-five gently!).
3. Select two taggers (or an appropriate number of taggers for your group size).
4. Start the game! When a player is tagged, he or she must freeze and put a hand up high. Any other player can then unfreeze that person with a nice high-five. Taggers can rotate after they've tagged four players (or whatever number players agree upon).

For more fun activities and to find Playworks in your community, visit www.playworks.org.



PLAYWORKS
for every kid

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 afterschool 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 curriculum while children play. Children in kindergarten through grade 8 take part in PAL Fit activities all over the five boroughs at the 24 PAL centers citywide:

STAY FIT WITH PAL!

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

“Messy Clean Up”

Time Needed: 3 minutes per round

Materials Needed: 20 or more cones (number is dependent on the amount of players)

The Setup:

- Designate boundaries in which neither the participants nor the cones can cross
- Scatter cones throughout the play area, exactly half of these cones should be standing (clean) and the other half should be knocked down (messy)
- Create two even teams: one team will be the “messy team” and the other team will be the “cleaners”
- Have each team wait at opposite sides of the designated play area for your cue to start

What to Do:

- On your cue, each team should go into the play area. The goal of the “cleaners” is to stand up any knocked down cones, while the goal of the “messy team” is to knock down any cones that are standing
- After each round, be sure to count how many cones are up right vs. how many cones are dropped down to determine a winner
- After each round, you have the opportunity to change the role of the teams

Get creative with what you are placing in the backyard! Here are some ideas:

- If you don't have cones, you can use old water bottles, cardboard paper rolls, etc.
- Don't like messy clean up? Change it to builders and bulldozers, up & down, Teenage Mutant Ninja Turtles and the Foot Clan. You can tweak this game to fit any child's interests!



USA BMX – THE AMERICAN BICYCLE ASSOCIATION

RACE YOUR BIKE!

USA BMX is the leading promoter and advocate of youth cycling. Over 300 dedicated BMX Racing tracks across North America run 11,000+ grassroots races per year for a membership of 60,000 riders, ranging in age from two to 80 years.

BMX Racing is an Olympic sport and in Rio at the 2016 Summer Olympic Games Connor Fields won Gold and Alise Post won Silver, both members of TEAM USA.

“Race ya!” is one of the earliest challenges exchanged among young friends. Racing of any kind is healthy competition and teaches a variety of life lessons. As kids grow up, “riding bikes” has been a rite of passage for fitness and personal responsibility for generations. Combining the two is the perfect fun-and-fitness activity for the entire family.

2008 Team USA Olympic Medalist Donny Robinson shares the following ideas of how riders can race their bikes.

SET-UP A NEIGHBORHOOD BIKE RACE

Time Needed: About two hours

Materials Needed: Cones and chalk

The Setup:

- Recruit a group of 6-20 bike riders (any age, riding any kind of bike).
- Select a closed-off section of parking lot or other open space to hold your race (be sure to get proper permission).
- Set up cones or something to define a minimum of two turns and use chalk to define the start and finish lines.
- At the sign-up table, issue a paper plate with a unique number to each rider entering the race. Tape the plate to the handlebars of each bike. The scorer will use these numbers to record the finishes.
- Divide riders into appropriate age groups and create “motos” (heat races) of four to six riders. Use notebook or graph paper to write out the motos and use to score the finishes.
- Appoint a volunteer as starter and two as scorers. The starter can use the verbal command “riders ready, pedals ready, GO!,” a flag or a flashlight as a way to start each of the motos.
- Run three rounds of motos per group, then add up the finishes. The rider with the lowest points wins (three first place finishes, or three points, is the best score).

To find the BMX track nearest you, visit the USA BMX Track Locator at usabmx.com/wwdop.

For information on the BMX Beginner Racing League please visit usabmx.com/wwdop.



PRESIDENT'S COUNCIL ON FITNESS, SPORTS & NUTRITION

GO FROM ZERO TO SIXTY EVERYDAY!

The President's Council on Fitness, Sports and Nutrition is inspiring Americans to accelerate their journey to leading a healthy lifestyle that includes regular physical activity and good nutrition. We're encouraging kids and families to go from zero to sixty—everyday—because the fastest way to living healthy starts right now!

To help kids and families go from #0to60, it's important that kids have opportunities to be physically active at least 60 minutes a day. Regular physical activity not only helps kids stay active and healthy, but it can enhance important skills like concentration and problem solving, which can improve academic performance.

PCFSN's programs that support kids going from #0to60 and Nickelodeon's Worldwide Day of Play efforts are the **Presidential Youth Fitness Program**, **I Can Do It, You Can Do It!** and the **Presidential Active Lifestyle Award (PALA+)**.

PRESIDENTIAL YOUTH FITNESS PROGRAM

As the places where kids spend a majority of their time, schools play a vital role in empowering students to be fit and active for life. So it's important for schools to view physical education and the promotion of physical activity as priorities. That's why the Presidential Youth Fitness Program (PYFP) is helping physical education teachers enhance their programming in a way that will impact students for a lifetime.

Designed to be easily integrated into existing physical education curricula, PYFP helps physical educators enhance their fitness education and assessment process by focusing on three core areas: professional development, assessment, and motivational recognition. The program utilizes the FitnessGram® assessment to measure fitness in an efficient, evidence-based way and makes it simple for teachers to be effective in promoting the health and well-being of students.

PYFP is a winning strategy to support schools in their quest to develop students who are fit, healthy, and ready to learn. Signing up is quick, easy, and free for teachers. Join today at pyfp.org.

For more information about the President's Council and how to go from #0to60, visit fitness.gov and follow [@FitnessGov](https://twitter.com/FitnessGov) on Twitter.



#0TO60



PRESIDENT'S COUNCIL ON FITNESS, SPORTS & NUTRITION

ENSURING ALL KIDS HAVE A CHANCE TO BE HEALTHY AND ACTIVE!

In an effort to address the barriers that people with a disability may face when trying to lead a healthier lifestyle, the President's Council adopted *I Can Do It, You Can Do It!* (ICDI). The program works to make sure schools and communities know how to adapt programs so kids and adults with a disability are included and have the access and opportunities they need to be healthy and active.

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 a disability.
- The obesity rate for adults with disabilities in the U.S. is 57% higher than it is for adults without a disability.
- It's important for all of us, regardless of our limitations, to find ways to stay active and eat healthy!

ACTIVITY FOR ALL ON WORLDWIDE DAY OF PLAY!

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

Before you begin:

- Get the facts. 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 may 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 a similar disability.

Aim for 60 minutes per day of moderate aerobic activity.

- Get moving! This could include your child walking fast or rolling in a wheelchair, swimming, raking leaves, or other activities that make their heart beat faster.
- Start slowly. Encourage your child to be active for at least 10 minutes at a time.
- If your child requires activities or exercises to be adapted for their participation, no sweat! Search the internet for ways to modify the activities your child is interested in.

Do strengthening activities at least two days a week.

- This includes sit-ups, push-ups, or lifting weights.
- Try working on the muscles that your child uses less often and stay within their limits.

Find support and stick with it.

- Participate in activities with your child or look for programs that offer a mentor-mentee approach, especially if your child is trying out a new activity.
- Use tools like the Presidential Active Lifestyle Award (PALA+) to set appropriate and individualized physical activity goals for your child.
- Celebrate the little things. Even if your child does not meet their activity goal in the time allotted, encourage them and don't let them give up! Re-write the goal so it can be attained by your child in a new timeframe.
- Remember, any amount or type of physical activity is better than none at all. Find something your child enjoys and give it a try together!

Become an Advocate!

ICDI has over 130 sites nationwide, but we need your help to engage more children and adults with a disability in regular physical activity. Schools and communities can access free resources to help by becoming ICDI Advocates.

To get started, send an email to ICDI@hhs.gov for more information and to sign up.



WHAT YOU NEED TO KNOW ABOUT PALA+

PRESIDENTIAL ACTIVE LIFESTYLE AWARD: ACTIVITY+ NUTRITION (PALA+)

PALA+ is a great way to help motivate you, your friends, and your family to be active and eat healthy every day. This recognition program enables people of all ages and abilities to receive Presidential recognition for leading healthy lifestyles that include regular physical activity and good nutrition.

Anybody can earn a PALA+ certificate simply by tracking their daily physical activity and healthy eating goals. Achieve the physical activity goal by engaging in physical activity for at least 30 minutes a day for adults or at least 60 minutes a day for youth, 5 days a week, for 6 out of 8 weeks.

In addition to meeting your physical activity goal, you also have the freedom to choose what healthy eating goals you want to work on, which allows you to tailor the program to meet your specific needs. By the end of your PALA+ Challenge, you will have learned how to incorporate six healthy eating habits into your daily routine.

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 fitness.gov.

NUTRITION TIPS:

Focus on Whole Fruit: Aim to choose whole fruits over fruit juice for extra fiber. Fruits may be fresh, canned, frozen, or dried and may be whole, cut-up, or pureed.

Vary Your Veggies: Select a variety of colorful vegetables to get the vitamins, minerals, and fiber your body needs to be healthy. This includes fresh, frozen, or canned varieties.

Vary Your Protein Routine: Meat, poultry, seafood, beans and peas, eggs, processed soy products, nuts, and seeds are considered part of the Protein Foods Group. Select leaner cuts of beef and pork and eat turkey and chicken without skin.

Make More of Your Grains Whole: Read the ingredients list and choose products that list a whole-grain ingredient first, such as "whole wheat," "brown rice," or "oatmeal."

Move to Fat-Free or Low-Fat Dairy: Dairy products, as well as soy milks, offer calcium, vitamin D, and many other nutrients your body needs.

Drink Water Instead of Sugary Drinks: Regular soda and other drinks such as fruit drinks and energy drinks can have added sugars. Instead, reach for a tall glass of water.

Select Food With Less Sodium: Read the Nutrition Facts label to compare sodium in packaged foods like soup, canned vegetables, and frozen meals; choose the foods with lower amounts.

Limit Added Sugars: Added sugars increase calories without contributing essential nutrients and include syrups and other caloric sweeteners.

Replace Saturated Fats With Unsaturated Fats: Most saturated fats come from animal products. Choose lower fat dairy and lean options for meat and poultry—like lean beef and grilled chicken breast without the skin.





PALA+
activity+nutrition

Participant Name _____

Age _____

Date Started _____

Date Completed _____

Paper Log Instructions:

Circle each healthy eating goal you achieve. Enter your daily physical activity in minutes and add up the total at the end of the week. Circle the total if your goal is met. Once you achieve your goals in week 6, 7, or 8, you're eligible to receive the PALA+ award certificate at www.fitness.gov!

Healthy Eating Goals (key)



Focus on Whole Fruits



Make More of Your Grains Whole



Select Foods with Less Sodium



Drink Water Instead of Sugary Drinks



Move to Fat-Free or Low-Fat Dairy



Vary Your Veggies



Vary Your Protein Routine



Limit Added Sugars



Replace Saturated Fats with Unsaturated Fats

PARTICIPATION LOG

WEEK	HEALTHY EATING GOALS	PHYSICAL ACTIVITY GOAL							
		Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total
1									
2									
3									
4									
5									
6									
7									
8									

Online Instructions:

The PALA+ program can also be completed online using USDA's SuperTracker! Create an account at www.supertracker.usda.gov. You can earn your PALA+ award by logging your food and physical activity to reach your goals.



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 Worldwide Day of Play.

PREPARE

- Go to nick.com/play 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.

PLEDGE

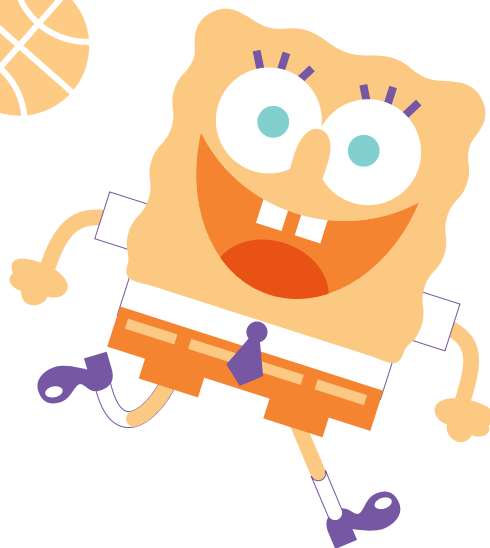
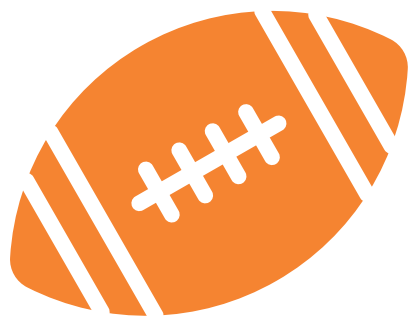
- Mark your calendar for September 30, 2017—Worldwide Day of Play!
- Make the commitment to get your kids to participate. Discuss potential options for the day with your child(ren) so you can make an informed and effective decision.

PLAY

- Get in on the action with your kids! Consider asking organizers of local events if you can participate as well!
- 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/play for recaps and updates!



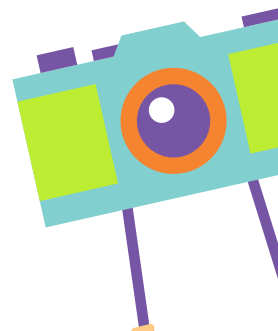


MAKE IT OFFICIAL!

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

- Flyer
- Certificate of Participation
- Proclamation

After your event, be sure to visit nick.com/play to find out if your Worldwide Day of Play story has been featured!



ALL IN A DAY'S PLAY

nickelodeon™

WORLDWIDE DAY

PLAY 

Date

Time

Location

Details

**GET UP, GET OUT, AND
GO PLAY WITH NICKELODEON!**



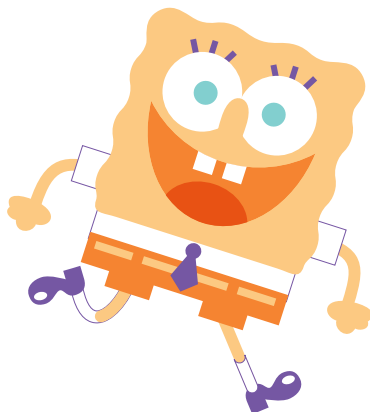
CERTIFICATE OF PARTICIPATION

is awarded to

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

Presented in partnership with Nickelodeon.

Signature _____ Date _____



I PLAY
BECAUSE





WORLDWIDE DAY OF PLAY PROCLAMATION

Whereas, on behalf of the citizens of _____ (City/ State), I join Nickelodeon, Boys and Girls Clubs of America, USA BMX, Girl Scouts of the USA, Kiwanis International/Key Club, NFL Play 60, President's Council on Fitness, Sports and Nutrition, and the many other participating organizations in celebrating Nickelodeon's 12th annual 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 2003. For the 14th annual Worldwide Day of Play, Nickelodeon is celebrating all things play-related with the 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 30, 2017. 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!



KEY CLUB®



nickelodeon™

WORLDWIDE DAY

PLAY



nick.com/play

⋮ **SPREAD THE WORD WITH #WWDOP** ⋮