

PLAYBOOK



nickelodeon™

worldwide
DAY OF PLAY™



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worldwide
DAY^{OF}PLAYTM



BE A PART OF THE MOVEMENT

Plan an event on or around October 6, 2012!

GET INVOLVED

Plan a Worldwide Day of Play Event

On Worldwide Day of Play, Nickelodeon turns off and goes dark so you can get up, get out, and go play! To celebrate, you can plan a Worldwide Day of Play event with your school, organization, or community. It's fun and totally doable! The event can be big, small, an hour long, or all day. All you have to do is play! This Playbook will show you how to plan an event and remember to have fun and get moving!

Looking to bring even more play to your town? Starting **mid-August**, nominate your school, community or organization for The Big Help I Wanna Play! Giveaway to win a custom Nickelodeon playground worth more than \$100,000 or \$10,000 for a play project!

On Worldwide Day of Play, registered events will be scrolled across TV screens on Nickelodeon!

Contact: PublicAffairs@nick.com

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 and location that works for your school, organization, or community.
- Check in with a teacher or advisor to help pick a date and be sure to get permission to use your location.

2. Create a Planning Team

- Get a group of friends or classmates together to set up a planning team. You can also invite a teacher or parent to help with the planning.
- Give everyone on the team a planning job to handle.

3. Plan Your Activities

- Decide what activities to do at your event. Think about some of your favorite ways to play—the sky's the limit!
- Set a start and end time for your event.

4. Recruit Volunteers

- Recruit kid and adult volunteers through your family, school, or your club—trust us, you'll need them!
- Create a schedule for your event and give each volunteer a job. (For example, have them help with check-in, run a station, or be a referee for a game.)

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-adults tournament of games.
- Try Zumba!
- Go on a hike in a national park.
- Have a dance contest.

See page 6 for even more ideas.

5. Register Your Event with Nickelodeon and Use Nickelodeon's Planning Tools

- Log onto nick.com/thebighelp to register your event with an adult. Nickelodeon will list the names of all the events on TV, so be sure to sign up.
- Check out the flyers, permission slips, proclamations, and certificates in the back of the Playbook and use them for your event. They will come in handy!

6. Spread the Word

- Invite your friends, family, and classmates to participate!
- Use the flyer in the Playbook and post it around your school or club (with permission, of course).

7. Thanks for the Memories!

- After your event, upload photos, videos, and stories on nick.com/thebighelp.
- Bring more even more play to your town by nominating your school, community, or organization for The Big Help I Wanna Play! Giveaway to win a custom Nickelodeon playground worth more than \$100,000 or \$10,000 for a play project. Visit nick.com/thebighelp to apply.



100 CHECK OUT THESE FUN WAYS TO GET ACTIVE!

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



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

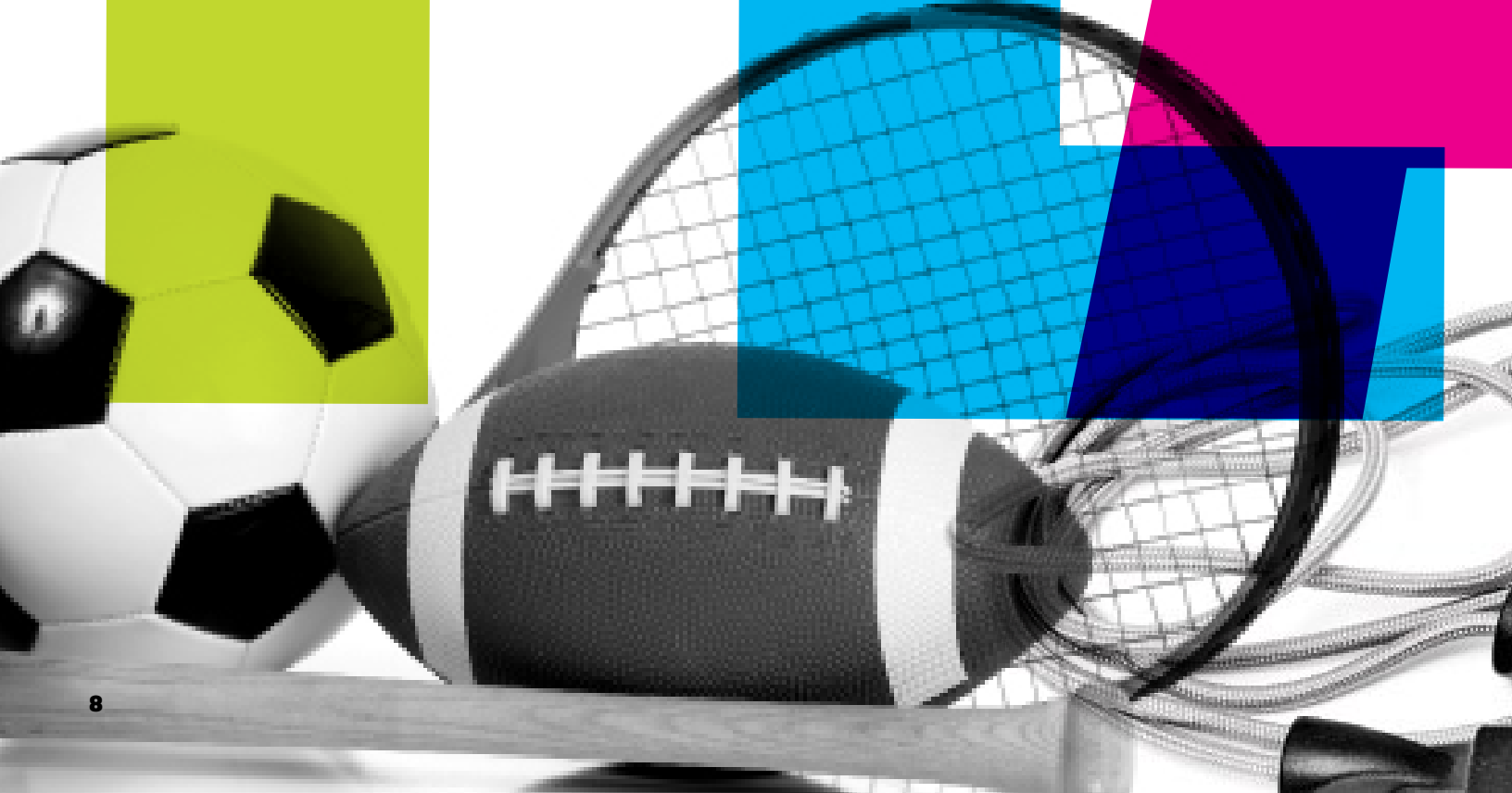
Weight Training

Whitewater Rafting

Wrestling

Yoga

Looking for **more ways to**





**Get moving with these
Big Help Partner Activities...**



**NATIONAL PARK
FOUNDATION**

National Parks = Perfect Places to Learn and Play

Did you know America has nearly 400 national parks? Plan a trip to visit a park with your family to spend time outdoors. Download the [Parks for Play](#) guide to plan an adventure in a park or become a Junior Ranger!

nationalparks.org



Be a Part of NFL Play 60 Challenge

NFL Play 60 inspires you to get the recommended 60 minutes of activity a day. Get moving today and start a walking club, ride bikes, play tag football, or hold a scavenger hunt.

nflrush.com



Make Play Accessible to Everyone

We are all one! Remember that everyone has varying abilities and interests and we should be inclusive when we play. When you play games or plan a Worldwide Day of Play event, consider lighting and sounds, as well as access for participants who are in wheelchairs.

abilitypath.org



Get Involved with Outdoor Nation

Want to spend more time outdoors? Check out an Outdoor Nation Campus Club Project and participate in outings like hiking, biking, climbing, and paddling with other kids and college students.

outdoorfoundation.org





Get Your Wheels Turning by Walking or Biking to School

Safe Routes to School Partnership helps millions of kids like you walk or bike to school to promote healthy and active living. Try it with your family this week!

saferoutespartnership.org

KEY CLUB

Check out Key Club to Get Fit

Key Club International is a student-led organization with 260,000 members. Join Key Club and hit the track to participate in the 100-meter dash, standing long jump, softball throw, and family games.

keyclub.org



Unplug and Go out to Play Tennis

Youth tennis is a great way for kids to get active. With new rules, new kid-sized racquets, slower, lower-bouncing balls, and no court necessary, it's easier and more fun than ever to get into the game. Kids can play anywhere, and it's a great sport for a Worldwide Day of Play event, as well!

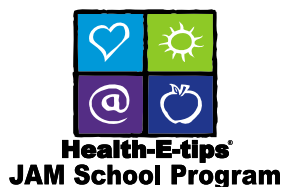
youthtennis.com



Be a Part of The First Tee

Have you ever tried to play golf? Check out the First Tee to learn more about golf and develop a healthy lifestyle.

thefirsttee.org



Get Moving with the JAMmin' Minute!

This September, kids across the globe will get moving for a JAMmin' Minute to set a world's record! Go online to access fun routines and tips to be healthy and be a part of the movement.

jamschoolprogram.com











PALA+ CHALLENGE PLAY LIST

Move It. Log It. Earn It.

Join PALA+ (Presidential Active Lifestyle Award: activity + nutrition) and commit to be active 60 minutes a day for 6 out of 8 weeks while fulfilling healthy eating goals. There is something for every interest and level! Maximize the fun by getting your Club members 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.

Healthy Eating Goals in PALA+ Include:

-  I made half my plate fruits and vegetables.
-  At least half of the grains that I ate were whole grains.
-  I chose fat-free or low-fat (1%) milk, yogurt, or cheese.
-  I drank water instead of sugary drinks.
-  I chose lean sources of protein.
-  I compared sodium (salt) in foods like soup and frozen meals and chose foods with less sodium.
-  I ate seafood this week.
-  I ate smaller portions.

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 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.

*The healthy eating goals are based on the consumer messages from the [Dietary Guidelines for Americans, 2016](http://www.dietaryguidelines.gov).

Visit 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 and share photos, videos, and stories.

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 2 ACTIVITY TIME SPENT

MON _____
 TUES _____
 WED _____
 THURS _____
 FRI _____
 SAT _____
 SUN _____

Healthy Eating—
 Circle and continue with last week's goals and add new goal



Participant signature: _____ Date: _____

WEEK 3 ACTIVITY TIME SPENT

MON _____
 TUES _____
 WED _____
 THURS _____
 FRI _____
 SAT _____
 SUN _____

Healthy Eating—
 Circle and continue with previous goals and a new goal



Participant signature: _____ Date: _____

WEEK 4 ACTIVITY TIME SPENT

MON _____
 TUES _____
 WED _____
 THURS _____
 FRI _____
 SAT _____
 SUN _____

Healthy Eating—
 Circle and continue with previous goals and a new goal



Participant signature: _____ Date: _____

WEEK 5 ACTIVITY TIME SPENT

MON _____
 TUES _____
 WED _____
 THURS _____
 FRI _____
 SAT _____
 SUN _____

Healthy Eating—
 Circle and continue with previous goals and a new goal



Participant signature: _____ Date: _____

WEEK 6 ACTIVITY TIME SPENT

MON _____
 TUES _____
 WED _____
 THURS _____
 FRI _____
 SAT _____
 SUN _____

Healthy Eating—
 Circle and continue with previous goals and a new goal



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



CELEBRATE WORLDWIDE DAY OF PLAY!

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

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DATE	TIME
LOCATION	
DETAILS	



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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.

Signature _____ Date _____







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PERMISSION SLIP

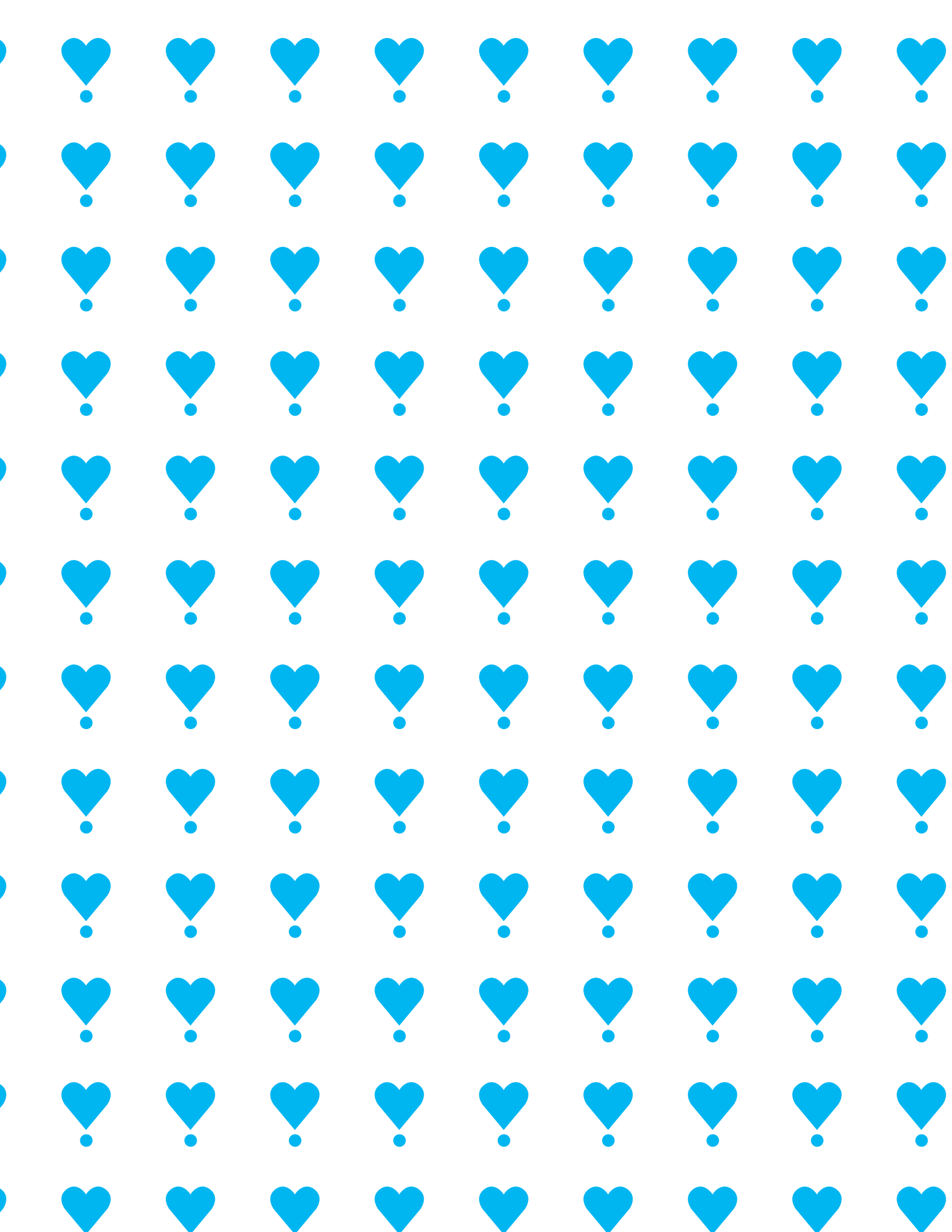
I, _____, am the parent or guardian of

_____ 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!

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Proclaimed to the citizens of _____ (City/State)

Whereas, on behalf of the citizens of _____ (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 _____ (State) on this ____ (Number) day of _____ (Month/Year).

Signature

ARE YOU

IN?



NICK.COM/THEBIGHELP

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