

nickelodeonTM

WORLDWIDE DAY

PLAY
OF

SATURDAY

9.20.14

PARTNER PLAYBOOK

A PLANNING GUIDE FOR GRASSROOTS EVENTS

WORLDWIDE DAY OF PLAY 2014

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 20th

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.

GET STARTED!

Go to nickbighelp.com/partners to get your organization ready for Worldwide Day of Play. Once you're there, you can...

- Register your events.
- Tell your organization's #WWDOP story.
- Stay in the know.
- Access free planning resources.



SPREAD THE WORD WITH #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 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 20 approaches.
- Get to know the ins and outs of this playbook and of nickbighelp.com/partners 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 20 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/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!



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. Boys & Girls Club of America (BGCA) has teamed up with the Alliance for a Healthier Generation and Partnership for a Healthier America to adopt 13 key, national healthy eating and physical activity standards. Learn how your Club can get involved—at no cost. Register at https://host.healthiergeneration.org/boys__girls_clubs/

WANNA PLAY?

Boys & Girls Club of America and its partner, Major League Baseball™, are dedicated to improving the overall fitness of BGCA members with the WANNA PLAY? program. The program features a variety of fun and engaging activities to help Club members from 6 to 12 years of age improve their fitness, increase awareness of good nutrition and hydration, learn basic baseball and softball skills, and develop a lifelong appreciation of the game of baseball. The following is an activity from the WANNA PLAY? Program.

FANCY FOOTWORK

Activities that place focus on kids' feet may lead players to a higher rate of success in completing the various skill challenges in any sport.

Time Needed: 5 to 15 minutes

Materials Needed: Open space, balloons, masking tape or rubber bands

Goal: Pop other players' balloons while protecting your own balloon.

1. Attach a balloon to the back of each participant's shoe (use masking tape or rubber bands).
2. Participants can't use their hands in any way, and also can't touch the other players.
3. The last player remaining with his or her balloon intact and in place is the winner!

Modification for 25+ kids: Start a second game for players who have been ousted from the first game.

Modification for groups of 25 or fewer: Split the group into two teams, with members of each team attaching a particular color balloon to their backs. On your starting command, each group's players try to grab the balloons from the other team while protecting their own balloons in the process. The first team to remove all the balloons from the opposition wins.

PGA SPORTS ACADEMY

Teaching the basic skills and rules of golf to youth from ages 8 to 13, the PGA Sports Academy is a BGCA partnership with The Professional Golfers' Association of America (PGA) and the United States Golf Association (USGA). Club youth receive skill-developing instruction from PGA professionals. They also have opportunities to participate in contests and games that reinforce those skills in a fun and non-competitive manner.

Visit bgca.org and click on "What We Do" to learn about WANNA PLAY?, PGA Sports Academy, and all the other programs BGCA has to offer.



**BOYS & GIRLS CLUBS
OF AMERICA**

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 themselves 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 committed 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.



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.



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.

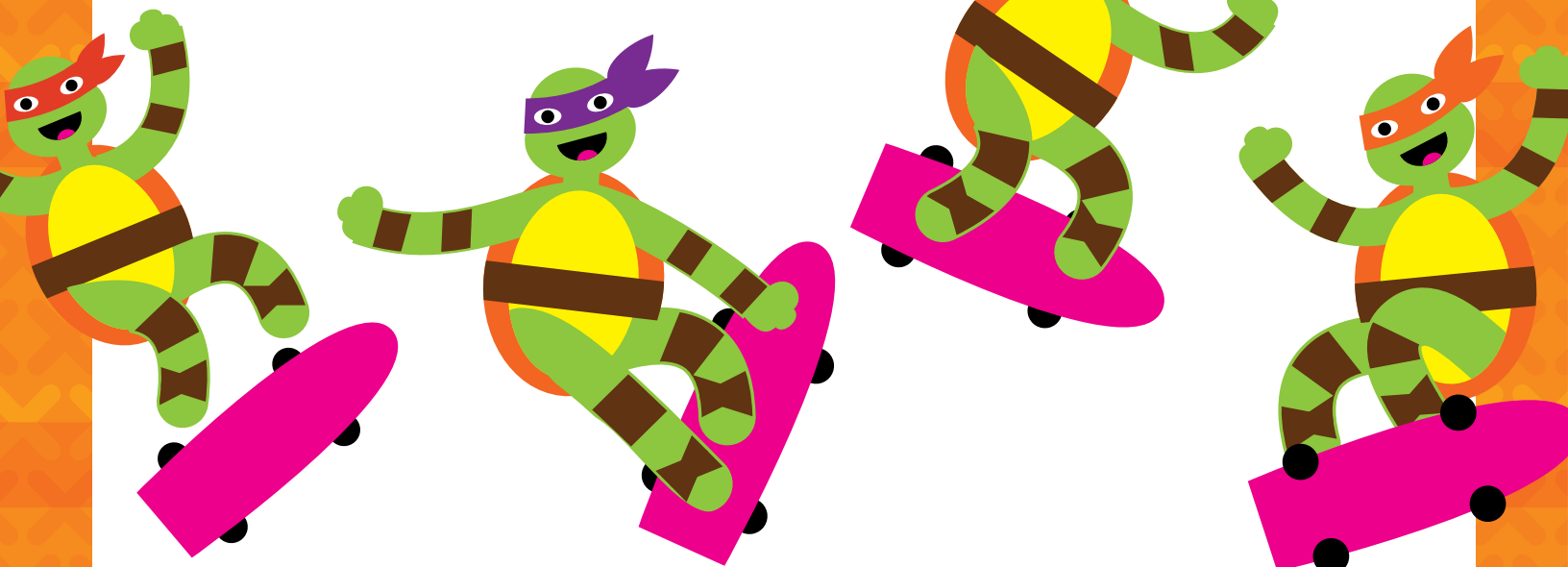
GIVE KEY CLUB A GO!

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

HERE ARE SOME IDEAS TO HELP YOU GET STARTED:

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

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.

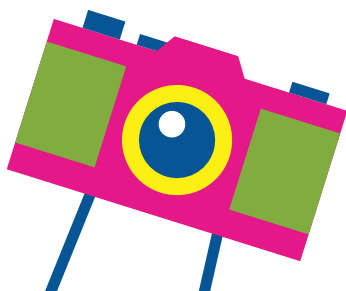
GET INVOLVED WITH NATIONAL PARKS!

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

- **Get Your Free Parks for Play Guide.** Visit nationalparks.org/ownersguide and download your free copy. The guide is jam-packed with great suggestions for planning family excursions and classroom trips to national parks.
- **Encourage Your 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 Your Story.** Go to nationalparks.org to share your national park moments, memories, and travel tips with other parents and teachers. The National Park Foundation website, which has rich, interactive content about all of America's national parks, serves as a gathering place 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!** Engage with the National Park Foundation on social media to stay on top of the latest national park news and offerings.

DID YOU KNOW?

- America's national parks include more than 84 million acres of spectacular scenery, historic landmarks, and cultural treasures.
- The national parks welcome more than 270 million visitors a year.
- The largest trees in the world are sequoias. They can be as tall as a 26-story building.
- A record of plant and animal history, dating up to 40 million years back, is preserved in fossils at John Day Fossil Beds National Monument, in Oregon
- Death Valley National Park is the hottest place on Earth.
- New Mexico's Petroglyph National Monument protects an estimated 25,000 images created by native peoples and early Spanish settlers.



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.

JOIN THE MOVEMENT TODAY AND PLEDGE 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!

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 search 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 on the **Fuel Up to Play 60** website.

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**

Tell everyone about your pledge to PLAY 60 using **#play60pledge**.



PLAYWORKS

BROADENING ACCESS TO SAFE, FUN, HEALTHY PLAY FOR ALL KIDS!

Playworks is a national nonprofit working in schools and on school playgrounds to ensure that every kid belongs, has fun, and is part of the game. The organization creates 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!

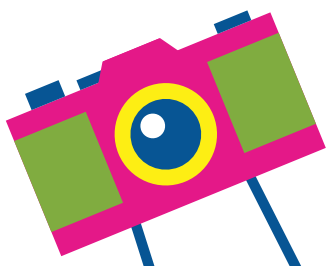
"High-Five Tag"

Time Needed: At least 5 minutes

Materials Needed: Open space

How to Play:

- Start by deciding on the boundaries of your tag area.
- Remind players to use safe tagging (tag from shoulder to wrist only, with gentle fingers) and high-five technique (high-five gently!).
- Select two taggers (or an appropriate number of taggers for your group size).
- 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).



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!

"Awesome Backyard"

Time Needed: 10 to 15 minutes

Materials Needed: Open space and 8 to 10 cones or chairs

The Setup:

- Designate the boundaries of the "Awesome Backyard" with 4 cones or chairs—one in each corner.
- Invite players to step into their "Awesome Backyard" space.
- Players can walk and skip within the designated space, but they can't touch anyone.

What to Do:

Call out "Go!" to get players moving inside the backyard and yell "Freeze!" to get them to stop.

- After one minute, announce that you want to put in a pool (represented by placing one cone within the backyard).
- Keep adding imaginary objects to the backyard so that the space gets smaller and smaller.
- If the children touch each other they have to exit the backyard.
- Children who exit the backyard assist the leader in choosing what to add next.

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

- Dinosaurs (A T. rex!)
- Magical Doors (Entryways to other planets and galaxies!)
- Trees (Giant sequoias!)

This is a great rainy day activity for kids of all ages! Create your own "Awesome Backyard" today!



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, official discs weigh 175g, which is just over 6 ounces.) Try out some new throws (the forehand, the hammer, or even the 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 usultimate.org.





UNITED STATES TENNIS ASSOCIATION

HOST A FREE TENNIS PLAY EVENT AND GET FAMILIES AND FRIENDS PLAYING!

Tennis is sized just right for kids! With shorter courts, smaller racquets, and lower-bouncing balls, the focus is on the fun. Best of all, kids can enjoy tennis with friends or family just about anywhere. Courts aren't necessary! You can hold your event on a school blacktop, in a gym, or at a park!

GET ORGANIZED FOR YOUR EVENT IN JUST THREE STEPS:

1. Get the gear.

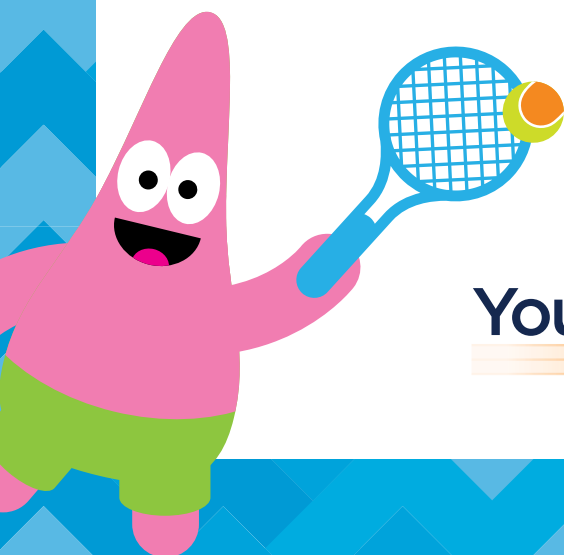
- Get a minimum of 20 kid-sized racquets (21' to 25') and encourage kids to bring their own, if possible.
- Have enough foam and low-compression balls for each activity (10 to 12 per activity).

2. Set-up your play area.

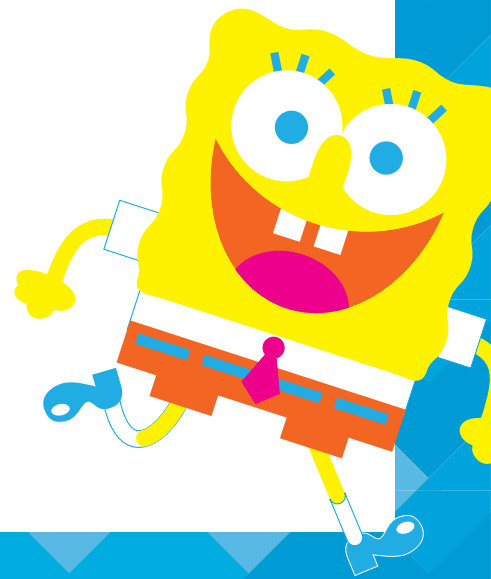
- Use lightweight nets or a makeshift net. (A rope or a lowered badminton net that can cover an 18' to 20' area would work. You can even improvise with yellow caution tape or streamers.)
- Use existing markings on surfaces, such as volleyball or basketball lines, to create boundaries or designate the play area with flat rubber lines, chalk, or tape.

3. Plan easy, fun activities.

- Have enough activity and game stations to keep players of all ages and levels moving and having fun.
- Divide groups by age and level whenever possible.
- Encourage parents, high school and college students, and other volunteers from the community to come out, play, and help the younger kids.
- Use balloons or beach balls to encourage a rally, or have players roll the ball with racquets to create a rally that's doable for everyone.



YouthTennis.com
Get Active



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 noted 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](#).



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.

To get started, send an email to icdi@hhs.gov for more information about how to sign up.



WHAT YOU NEED TO KNOW ABOUT PALA+

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 it easier for them to achieve their goals..

In addition to fulfilling the physical activity requirements of PALA, PALA+ participants must choose one nutrition-related 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 weekly progress. Share your records with Nickelodeon and receive a certificate of accomplishment.

Participant: _____ 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's Signature _____ Date _____

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

Participant's Signature _____ Date _____

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

Participant's Signature _____ Date _____

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

Participant's Signature _____ Date _____

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

Participant's Signature _____ Date _____

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

Participant's 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's Signature _____

Supervising Adult's

Signature (if applicable) _____

Once you are finished, you can mail this paper log to Nickelodeon at 1515 Broadway, 44th Floor, New York, NY 10036, or email it to

PublicAffairs@nick.com.

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/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.

PLEDGE



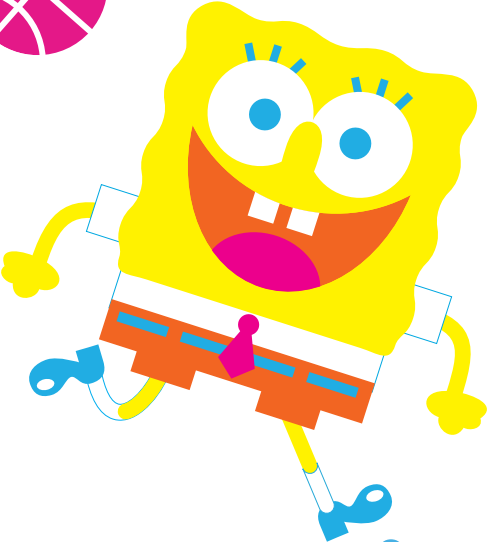
- Mark your calendar for September 20, 2014—Worldwide Day of Play!
- Make the commitment to get your kids to participate. Discuss potential options for the day with your child(ren) so you can make an informed and effective decision.

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/thebighelp for recaps and updates!



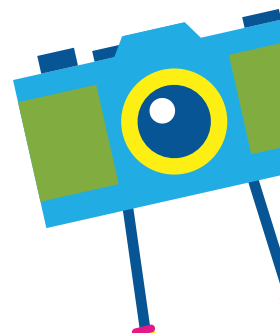
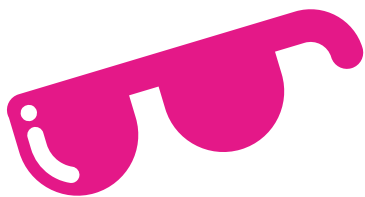


MAKE IT OFFICIAL!

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/thebighelp to find out how your Worldwide Day of Play story could be featured!



ALL IN A DAY'S PLAY

nickelodeon™

WORLDWIDE DAY

PLAY 

Date

Time

Location

Details

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



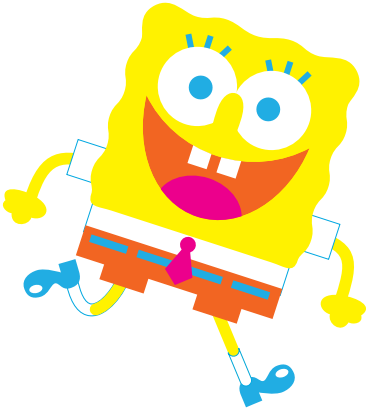
CERTIFICATE OF PARTICIPATION

is awarded to

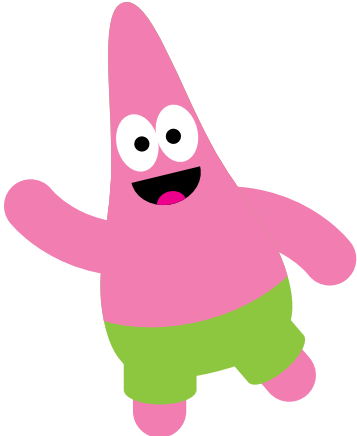
for outstanding participation in Nickelodeon's Worldwide Day of Play and for demonstrating a stellar commitment to maintaining a healthy lifestyle.

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, Girls on the Run, Girl Scouts of the USA, Kiwanis International/Key Club, National Park Foundation, NFL Play 60, President's Council on Fitness, Sports and Nutrition, US Paralympics, USA Ultimate, and the many other participating organizations in celebrating Nickelodeon's 11th 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 2004. For the 11th 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 20, 2014. 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!



BOYS & GIRLS CLUBS
OF AMERICA



KEY CLUB®



nickelodeon™

WORLDWIDE DAY

PLAY
OF

nick.com/thebighelp

SPREAD THE WORD WITH **#WWDOP**