

play
day

GAME / FUNDRAISER

PLAY-A-THON



Play
matters

Encouraging unstructured play is an exceptional way to increase physical activity levels in children, which is one important strategy in the resolution of the obesity epidemic.

INSTRUCTIONS:

Number of Participants:
Unlimited!

Materials:
Pick one or all of the following: swingset, seesaw, jumpropes

Description:
Spotlight the importance of play by including a Play-a-Thon in your Play Day. Similar to a walk-a-thon, a Play-a-Thon is an event where kids and adults choose an activity, like playing jump rope, swinging on the swings, or playing on the seesaw, and try to keep playing for as long as possible! You can also turn your Play-a-Thon into a fundraiser by having participants pledge to jump rope, swing, or seesaw for a set amount of time in exchange for donations they collect from friends and family willing to sponsor their time.

Steps:
Decide what kind of Play-a-Thon you want to have. Depending on what type of equipment is available, you may decide to have a jump rope-a-thon, a swing-a-thon, a seesaw-a-thon, or a combination of all three.

Find participants (adults and kids!) to sign up for a time during the Play Day they'll be engaging in the Play-a-Thon.

Optional: Ask participants to support the KaBOOM! Save Play campaign by raising money from friends and family. After the Play-a-Thon, send contributions here:



KaBOOM! National Headquarters
4455 Connecticut Avenue, NW
Suite B100
Washington, DC 20008
www.saveplay.org



Take
action

By raising money for the cause of play through a Play-a-Thon, you can help KaBOOM! Save Play for over 1 million children this year.