



Power Up Your Summer! Challenge

Did you know... kids gain weight twice as fast during the summer as they do during the regular school year?¹

Power Up Your Summer!

To beat the so-called "Summer Slump" in physical activity and healthy eating, the *Network for a Healthy California—Children's Power Play! Campaign* is launching the Power Up Your Summer! Challenge.

We're partnering with community youth organizations (CYO) to encourage kids and their families to get 60 minutes of active PLAY! each day and eat plenty of fruits and vegetables during summer break.

Power Up Your Summer! Challenge strives to connect kids with organizations like yours to help children increase their physical activity levels during the summer.

Challenge components include:

- Your CYO program advertised in a flyer to schools throughout the region and via other community channels
- Media outreach to support the campaign
- Special materials to help you teach kids about active PLAY! and healthy eating

PLAY! Week, June 21-25, 2010

A highlight of the Power Up Your Summer! Challenge is PLAY! Week, June 21-25, a time to celebrate all of the active ways kids PLAY!

Participating in PLAY! Week means you'll help:

- Set a site goal for active PLAY! minutes that week and track it
- Lead kids in super-charged, super-fun PLAY! activities
- Teach kids how to track their PLAY! minutes
- Host a PLAY! Fest celebration at the end of the week to reward kids for reaching their goal (optional)
- Encourage kids to keep on playing until the end of summer to receive a participation prize from the *Children's Power Play! Campaign*.



Participating PLAY! organizations will receive:

- New and fun ideas for active PLAY! to teach kids during the week
- A poster-sized PLAY! Tracker for your site
- Personal PLAY! Trackers for your kids
- Participation prize for children who submit their completed PLAY! Tracker at the end of the summer
- A flyer to get kids excited about PLAY! Week
- Ideas for the end-of-week PLAY! Fest celebration

Your CYO can help beat the Summer Slump! Contact your *Power Play! Regional Coordinator* and sign up for Power Up Your Summer! Challenge today!

¹ "The Effect of School on Overweight in Childhood: Gain in Body Mass Index During the School Year and During Summer Vacation," *American Journal of Public Health*, April 2007.