

## Worldwide Day of Play 2007

Saturday, September 29, 2007

### What is the Worldwide Day of Play?

Join Outdoor Industry Foundation in celebrating the Worldwide Day of Play (WWDOP). The WWDOP, sponsored by Nickelodeon and its partners, is a celebration of healthy, active youth and is the culmination of Nickelodeon's Let's Just Play Go Healthy Challenge\*. Each year, in honor of the WWDOP, Nickelodeon "goes dark" on air to encourage kids to get up, go out and go play. The goal is to have kids worldwide gather in parks and playgrounds to engage in healthy, fun outdoor activities.

### Take the Pledge

We challenge each and every member of the Outdoor Industry to participate in the Worldwide Day of Play by introducing new youth participants to outdoor recreation. This is an opportunity for you and your business to be a catalyst for change, take part in a worldwide movement to improve the lives of youth and introduce new participants to the fun of outdoor activities.

Participate in the WWDOP:

- Start by filling out a pledge card below.
- Request a personal outdoor game plan from Outdoor Industry Foundation.
- Commit to share your love of outdoor recreation by taking a youth out to hike, bike, camp or fish.
- Throw a WWDOP picnic for your customers at a local park; invite parents to bring their children to a local playground for games, outdoor activities and a nature hike.
- Host a cook out at your business location – invite employees and their families to bring healthy foods and try new, fun outdoor activities.
- Sponsor and plan a community-wide trail run or hike for local families.

Take the Pledge!

"I / Our business \_\_\_\_\_ pledge(s) to join other outdoor businesses and enthusiasts in introducing youth to the great outdoors by participating in Nickelodeon's **Worldwide Day of Play** by:

- Introducing a new youth participant to an outdoor activity.
- Hosting an outdoor event for new participants, employees, customers and/or their families.
- Sponsoring/hosting outdoor activities for a local youth group or community event.

Individual and/or Company Name: \_\_\_\_\_ Email: \_\_\_\_\_

- I'd like help in devising a personal/company outdoor game plan for the Day of Play. (Outdoor Industry Foundation will contact you via email with ideas!)

Fax OIF your pledge and join the WWDOP! 303.444.3284

\*About the Let's Just Play Go Healthy Challenge:

Let's Just Play Go Healthy Challenge is Nickelodeon's pro-social, grassroots, multi-media campaign encouraging kids to take control by igniting change in their communities and their own lives. The campaign has evolved into a health and wellness movement empowering kids to take steps to make their lives healthier and to be role models for other youth in their community. For more information visit [www.everythingnick.com](http://www.everythingnick.com).

About Outdoor Industry Foundation:

Outdoor Industry Foundation (OIF) is a non-profit foundation established by Outdoor Industry Association to encourage active outdoor recreation for all Americans. OIF's charter is to increase participation in outdoor recreation and to encourage and support healthier active lifestyles. Through education, partnerships, programs and advocacy, OIF is working to make active outdoor recreation the number one leisure activity in America. We invite you to join us on this important mission by making a long term commitment to the health of our industry, our public lands, and our nation. For more information go to <http://www.outdoorindustryfoundation.org> or call 303.444.3353.