Dear **Youth Leader**,

Regular physical activity is extremely important, especially for kids ages 9-13. It's a time when they are most susceptible to influences – both positive and negative. And it's when they form physical activity habits that can last a lifetime.

We are glad that you recognize this challenge and have elected to take part in our **VERB**™ *Make-It-Up* program of activities.

Created by the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC), the **VERB** campaign is designed to inspire kids to have fun getting and staying active. **VERB** *Make-It-Up* is another in a series of **VERB** promotional programs and initiatives designed to activate America's children.

Designed to supplement your current activities, this kit provides everything you need to implement a fun, engaging program your kids will love. Take a moment to review the enclosed *Make-It-Up* kit.

It provides:

- A selection of interesting and challenging games
- A letter that can be duplicated and distributed to parents and caregivers
- A poster that will remind your kids to explore their imagination
- A selection of premiums that can be given to kids as a reward for participation

Also included are copies of the 2005 edition of ***VERB***™ Magazine. The magazine provides interesting information and activities that your kids will enjoy.

All the tools and ideas contained in this kit can be used to inspire your students to take ownership of the *Make-It-Up* program. After all, being active should be – first and foremost – **fun!**

Please feel free to customize this program to meet the particular needs of your kids and your facility.

Sincerely,

Faye Wong
Director, VERB Campaign

ENCOURAGE

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