VERB YELLOWBALL™
TEACHER'S GUIDE

THIS ACTION PACK CONTAINS EVERYTHING YOU NEED TO GET THE BALL ROLLING.
USE VERB YELLOWBALL TO MOTIVATE KIDS TO GET ACTIVE, HAVE FUN, AND PASS PLAY ON!

Grades 4-8 Action Pack

Turn to the back cover to see how easy it is to apply for a $500 grant to support your school's physical education or activity programs.

Dear Educator,

Now's your chance to start something big. Inside this kit is everything you'll need to inspire your students to get physically active, and playing games is just the beginning.

VERB YELLOWBALL™ is a big, bouncy, world-changing idea that was created to spread play across the nation. Over 100,000 VERB YELLOWBALLS are going out to schools like yours across the country. The ideas and enthusiasm of your students will get the ball rolling. With your help, students will invent and play their own original games using YELLOWBALLS. Then they'll pass play on, recording their games and ball numbers at VERBnow.com.

And it all starts with a simple yellow ball.

By participating in the VERB YELLOWBALL program, your students will be part of a nationwide phenomenon while inspiring others to get active and have fun. So, are you ready to get rolling?

In addition to this Teacher's Guide, enclosed in this kit you'll find:

Educator Letter – introduces the VERB YELLOWBALL program and provides an 800 number to use if you have questions
Twenty VERB YELLOWBALLS– ready to inflate and go
Posters – get students talking about VERB YELLOWBALL before it even begins
Teacher Pocket Guide – game ideas for P.E. class, recess or anytime
Student Activity Challenge Cards – one for each student; these cards get the ball rolling with fun game ideas using a VERB YELLOWBALL and other everyday items
Student Locker Low-Tack Removable Stickers – designate a VERB YELLOWBALL captain for a day; students pass play on when they choose the next captain
Reproducible Parent Letter – inform the parent community about your school's participation in VERB YELLOWBALL and provide them with ideas to keep the ball rolling at home
Student Reward Stickers – recognize participants at the end of the program with one VERB YELLOWBALL sticker for every student
Grant Application with Return Envelope – on the back of this guide, fill out the grant application for a chance for your school to win ***$500 and five XXL (36") VERB YELLOWBALLS*** for your kids to have fun playing anytime
Five Mailer Boxes – at the end of the program, pass play on by mailing five of your twenty VERB YELLOWBALLS along with the instruction letter to other schools or community organizations.

PASS IT ON

Get the Ball Rolling!

Generate excitement in your school for the VERB YELLOWBALL movement. Hang **posters** for VERB YELLOWBALL a week or two before the program kicks off.

Involve parents in the action. Send home the **parent letter** to inform parents about your school's participation in VERB YELLOWBALL.

Create a school-wide phenomenon. Have students announce VERB YELLOWBALL using the **PA announcement** in this guide. Publish the **student newsletter clip** in your school or classroom newsletter.

Keep It in Play!

Game time starts with the **student activity challenge cards**. Pass out VERB YELLOWBALLS and challenge cards and let your students call the game. Or, lead a group activity with the ideas in the teacher pocket guide. ***(Please remind students to always wear appropriate protective gear while participating in activities.)***

You're it! Students own the fun when you designate them VERB YELLOWBALL captain. Randomly select students to receive a **locker sticker**, place it on their locker before school, and remind students that once they're tagged, they're it! YELLOWBALL Captains call the game for the day and pass play on to the next student captain.

Help kids track the action with **reproducible VERB YELLOWBALL tags**. Pass out copies of YELLOWBALL tags (found in this teacher's guide) to students so they can record their VERB YELLOWBALL number and game. Then encourage kids to log onto VERBnow.com, enter their ball number or code and write about what they did in the blog section. Kids can also see what others are doing with their VERB YELLOWBALLS on the website.

QUESTIONS?
CALL THE KALEIDOSCOPE EDUCATION SUPPORT GROUP PROGRAM HOTLINE AT 1-800-331-9218 MONDAY THROUGH FRIDAY, BETWEEN 8AM & 5PM EST.

Pass Play On!

Tell your VERB YELLOWBALL story. Email us at **ybschool@verbnow.com** and tell us about your students' reactions to the program including how your school brought the VERB YELLOWBALL concept to life. You just might see your school and your ideas listed in the "Buzz" section on VERBnow.com!

Every student is a winner when you distribute the VERB YELLOWBALL **reward stickers**, included in this kit. Pass stickers out at the end of the program to reward participation. And after the program has ended, reward 10 students for achievement by giving them a VERB YELLOWBALL to pass on to a friend of their choice.

Decide how you'll pass play on with your class. Select five schools or community organizations anywhere in the country and mail them each a VERB YELLOWBALL and an instruction letter using the enclosed boxes. Have students write letters and include some of their ball tags to give the new VERB YELLOWBALL recipients game or activity ideas. To keep VERB YELLOWBALL in play, your school keeps the remaining 5 VERB YELLOWBALLS for the P.E. program.

Let us know how you liked the program. Complete the short GRANT APPLICATION on the back page of this guide and your school is eligible to win one of 20 grants for $500 toward your P.E. program. As a bonus, you could also win five, 36" YELLOWBALLS for big fun in the future.

REPRODUCIBLES

STUDENT NEWSLETTER CLIP

WHO'S IT?

You are, when you find a **VERB YELLOWBALL™** sticker on your locker. When you're the VERB YELLOWBALL captain, you call the game for the day. When you're not, you still get to have tons of fun playing YELLOWBALL games that you create.

Play in P.E., at recess, and after school!
Just don't forget to write down your ball number, go to **VERBnow.com** to tell your best game, and pass play ideas on to other kids across the country.

Remember, look for the VERB YELLOWBALL sticker on your locker, play again, then ***pass it on!***

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PA ANNOUNCEMENT

Student A: Hey, check it out. We played a whole new game in P.E. today.
Student B: What's that? Do we have new equipment?
A: No, it's a VERB YELLOWBALL. Our school just got a bunch of these things.
B: What are they for?
A: We're inventing our own games in P.E. and at recess, too! Then, we can go to VERBnow.com and write all about it in the blog section. Kids across the country are online at VERBnow.com telling their stories.
B: Wow, I'm going to check it out today. And I can't wait until P.E. I've already got a great game idea.
Both: VERB YELLOWBALL…***Pass play on!***

VERB YELLOWBALL TAG

Don't forget to write down your VERB YELLOWBALL™ code and the game you played so you can log onto **VERBnow.com**!

BALL NO. _____ *Game Played:* _____

BALL NO. _____ *Game Played:* _____

BALL NO. _____ *Game Played:* _____

BALL NO. _____ *Game Played:* _____

BALL NO. _____ *Game Played:* _____

BALL NO. _____ *Game Played:* _____

GRANT APPLICATION FORM

YOU'VE DONE THE WORK.. NOW APPLY FOR THE REWARD!

Kaleidoscope Education Support Group would like to assist your school's P.E. or other physical activity programs with a $500 grant opportunity. Just answer the five short questions below, mail the form in the enclosed postage-paid envelope, and your school will be considered for one of 20 grants and five 36" XXL YELLOWBALLS for the P.E. department's use. Plus, tell us where you sent your five VERB YELLOWBALLS to pass on play, and we will reimburse you for the postage. ***See form for details.***

ENTRY DEADLINE: JUNE 1, 2006

1) School: (contact name & phone number, school name, street address, city/state/zip) _____

2) District: _____

3) The name and brief description of your students' favorite VERB YELLOWBALL activity or challenge: _____

4) Please tell us what you and your students thought of the VERB YELLOWBALL program (likes, dislikes, etc.). _____

5) If your school wins, how do you intend to use the grant money for your P.E. or other physical activity programs? _____

Optional: Judges will consider additional written feedback, photos, student and/or parent letters and other details about your VERB YELLOWBALL program experience if you choose to submit them, but these materials are not required for entry and will not be returned.

Plus, tell us where your school passed play on (by mailing VERB YELLOWBALLS to another school or community-based youth organization) ***and we will reimburse you for the postage*** ($4 per ball sent; up to a total of $20).

Ball #1 sent to (school/organization name, city/state): _____

Ball #2 sent to (school/organization name, city/state): _____

Ball #3 sent to (school/organization name, city/state): _____

Ball #4 sent to (school/organization name, city/state): _____

Ball #5 sent to (school/organization name, city/state): _____

Mail form to:
Kaleidoscope Education Support Group
"YELLOWBALL Physical Education Grant"
710 Johnnie Dodds Blvd., Ste. 300
Mt. Pleasant, SC 29464-9956

VERB YELLOWBALL™

OFFICIAL RULES
Program: Twenty individual school grants will be awarded to winners chosen from among eligible schools and school districts that enter the YELLOWBALL Physical Education or Activity Grant Program. **Sponsor:** The YELLOWBALL Physical Education or Activity Grant Program is sponsored by Kaleidoscope Marketing Group, LLC, d/b/a the Kaleidoscope Education Support Group, 710 Johnnie Dodds Blvd., Suite 300, Mt. Pleasant, SC 29464-9956. **Eligibility:** Only schools and school districts whose enrollment includes 4th-8th grade students who participate in the VERB YELLOWBALL™ Program are eligible to enter. VERB YELLOWBALL is a free physical activity program that helps kids get physically active and inspires creative play. Schools may contact the Sponsor or see www.cdc.gov/verb for more information about participating in the VERB YELLOWBALL Program. Because the Grant Program is being offered in conjunction with the YELLOWBALL initiative, applicants must use the VERB YELLOWBALL Program's materials in order to apply for the Grant Program. Additional applications and materials are available by contacting the Sponsor. Only one entry will be accepted from each eligible school. More than one school within a school district may enter. In the event that more than one entry is received from the same school, Kaleidoscope Education Support Group reserves the sole and exclusive right to determine which entry will be considered. Schools associated with employees of U.S. Department of Health and Human Services' (DHHS) Centers for Disease Control and Prevention (CDC), their parent entities, subsidiaries, affiliates, advertising and promotion agencies and their family/household members are not eligible. All federal, state, and local laws apply. **Entry:** To enter Kaleidoscope Education Support Group's YELLOWBALL Physical Education or Activity Grant Program, each school must implement the VERB YELLOWBALL Program and submit results via this form or a legible reproduction. Questions 1 through 5 must be answered for the entry to be valid. Entries must be postmarked by 6/01/06 and received by 6/08/06 at: YELLOWBALL Physical Education or Activity Grant Program, c/o Kaleidoscope, 710 Johnnie Dodds Blvd., Ste 300, Mt. Pleasant, SC, 29464-9956. By entering the YELLOWBALL Physical Education or Activity Grant Program, entrants agree that they have no right to bring (and covenant not to bring) any claim, action, or proceeding of any kind or nature whatsoever against the Sponsor, the U.S. Department of Health and Human Services' Centers For Disease Control and Prevention (CDC), Arc Worldwide, Inc., and/or any of their affiliated companies, parent, subsidiaries, affiliates, agents, employees, officers, directors, members or shareholders in connection with this Program. By entering the YELLOWBALL Physical Education or Activity Grant Program, entrants accept and agree to these rules and to the decisions of the judges, which shall be final. **Judging:** Judges will select the twenty winning schools from all eligible entries received. Entries will be judged based on how the school intends to use the Grant (60%), creativity, originality and effort in implementing the program (40%). In the event of a tie, the judges will select the winning school based on a random drawing. **Grants:** Twenty schools will be awarded a physical education and activity grant and receive a $500 check and five, deflated, 36" rubber yellow balls. The educational grant and rubber balls are intended for use in furthering the winning school's physical education or activity programs. The winning schools will be notified by mail on or about 7/24/06. Prizes are non-transferable. Federal, state and local taxes are the sole responsibility of the winning schools. Sponsor reserves the right to substitute prizes of equal or greater value. Prizes will be awarded in the names of the schools. Each winning school will be required to sign a Winner's Agreement and Release form. The Winner's Agreement and Release form will be received by the winning schools by mail on or about 7/24/06 and must be completed as indicated on the form and returned in the postage paid envelope provided, postmarked by 9/6/06 and received by 9/11/06, or via fax to 843-853-1444. In the event that a winning school declines the educational grant and/or elects not to complete the Winner's Agreement and Release form or does not return the completed Winner's Agreement and Release form within the prescribed period, Kaleidoscope Education Support Group will select another winner from the remaining eligible entries based upon the Judging criteria and the original winner shall be deemed to have waived its status as winner. Kaleidoscope Education Support Group and CDC are not liable for Winner's Agreement and Release Forms and physical education grants that are stolen, lost, or mutilated in transit to or from the Kaleidoscope Education Support Group. By submitting an entry, each winning school agrees to allow media on campus for publicity purposes. Additionally, the school's name and/or photo of winning class, group or school may be used by the Kaleidoscope Education Support Group and the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC) for advertising and/or related marketing purposes without compensation unless prohibited. The winning schools will be responsible for obtaining individual student releases, if necessary, and will indemnify and hold harmless the Sponsor, CDC, and their affiliates, employees, agents, officers, directors, members and shareholders from any claims resulting from the failure to obtain such releases. All entries and materials (including photographs, negatives, etc.), will be owned by/property of the Kaleidoscope Education Support Group and will not be returned.

In support of VERB™ and the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC).
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