

TIME FOR KIDS®



FREE
Materials
Inside!



INSIDE: New Parent's Program
Motivates Children to Get and Stay Active

Do not break open package!

Please deliver immediately to:

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60:PLAY
every day. any way.

60:PLAY

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Dear PTA/PTO Presidents,

Fitness issues facing school-age children are becoming more and more problematic. As you are well aware, less than 6.4 percent of elementary and middle schools offer daily PE classes. Inactive children are at higher risk for developing diabetes, heart disease and serious weight problems.

As PTA/PTO leaders who help focus parents' attention on problems facing their children, we ask you to support 60:PLAY, a valuable program developed by the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC).

This engaging program was developed to help encourage parents to motivate their children – to get and stay active. At least 60 minutes of activity a day is necessary to ensure balance in children's lives, and it's as easy as "play." 60:PLAY is a reminder that play can happen anytime and anywhere, even if it's 30 minutes here or 20 minutes there – and parents control the clock. A child's mind can be refreshed and energized by play to enrich the important things in life, including friends, family and school.

We know you'll be eager to get involved by passing out the parent magazine to your members. In doing so you'll help parents take a more active role in their child's overall health.

Take note of the positive outcomes of 60:PLAY.

It can...

- Help children's overall mental well-being
- Increase energy and endurance inside and out of the classroom
- Help children sleep better
- Relieve everyday stress and anxiety
- Aid in lowering the risk of diabetes and heart disease
- Help maintain normal weight
- Help boost self-confidence



We appreciate your participation in this important program.

Sincerely,

Faye Wong
Director, VERB Campaign
Youth Media Campaign



Here are 4 ways parents can think about 60:PLAY:

- 🕒 Surprise your kids with spontaneous play
- 🕒 Support playful environments
- 🕒 Liven up play
- 🕒 Always be prepared for play



Now that we have you thinking about 60:PLAY, here are some examples to get your child's play started:

- Race to the car instead of walking
- Choose the stairs over the escalator – ready, set, climb!
- Have sit-up or dance competitions during commercials
- Play a game of hoops before yard work. Winner gets to jump in leaves first
- Teach yoga moves to increase flexibility which can help in snowboarding techniques
- Encourage them to bike or walk to school instead of driving them
- If you have a dog, encourage a game of fetch
- Install a chin-up bar in basement doorway
- Go on a family hike and don't be afraid to get muddy

You may want to take action in your school by:

- Encouraging your school board to make physical education a priority
- Keeping the gymnasium open on weekends and after school so you can invite families to come shoot hoops
- Inviting coordinators from the local YMCA, Boys & Girls Clubs, and other after-school programs to speak about their offerings at a parents' night
- Encouraging homeroom teachers to choose a different student every day as MVP and record his or her extra efforts on a wipe-off board. Maybe the MVP ran a lot at recess or played hard in PE

We encourage you to visit the Web sites pointed out in the parent magazine:

- 60PLAY.com is an invaluable resource providing parents with interactive health polls, an activity finder, fitness calendars and more.
- Kids should log on to VERBnow.com, where they'll get tips from sports pros, find an amazing Game Generator and create VERB™ "VIRTS™," virtual-reality characters powered by kid energy.



For more ways to keep your child active,
go to 60PLAY.com

60:PLAY is a new parent's program to motivate children to stay active by keeping play interesting and endless. Inventing games like...

VEER

The Greatest Snowman Ever Race

RULES: In teams of two, see who can build The Greatest Snowman Ever in 60 minutes or less.

50 Points for size:

(How tall can you go?)

75 Points for speed:

(How fast can you build one?)

50 Points for style:

(Pretty Lady or Big Foot?)

75 Points for creativity:

(How many sports objects can you fit on it?)

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