Dear Instructor/Organization Leader,

What happens when basketball is crossed with other sports and activities? VERB™ Crossover, that's what! Your kids will invent and play amazing new games, and have fun getting active. The VERB Crossover promotional program is designed to capitalize on your children's interest in basketball and is sure to generate excitement. Kids will combine basketball with other sports and activities as they play their part in this national program.

Your kids are among 500,000 across the country participating in the VERB Crossover promotional program. Our goal is to reach 2.5 million hours of physical activity.

Created by the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC), the VERB campaign motivates kids to get active. This kit provides loads of information including VERB Crossover game ideas that kids can use in and out of your community-based organization.

You'll help your kids develop healthy habits and even get in on the fun yourself. The VERB Crossover kit provides everything you'll need to implement this exciting promotional program. Please preview the enclosed Action Pack. In it, you'll find all the tools necessary to inspire your group, from fun game ideas to kick-off assembly tips and reproducible newsletter items.

And, once the program is over, fill out seven short questions and send in the Grant Application form on the back cover of the Action Pack by October 1, 2005 to be considered for one of twenty-five $500 grants to benefit your organization's physical activity initiatives.

Need help? The Kaleidoscope Education Support Group provides a hotline to answer questions Monday through Friday between 8:00 a.m. and 5:00 p.m. EST. Feel free to customize the Crossover program to meet the needs of the kids at your organization, and to call us for support at 800-331-9218.

VERB Crossover. Part basketball. Part anything. It's your shot.

Sincerely,

Faye Wong
Director, VERB Campaign

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