Dear **Parent** and **Caregiver**,

We all know that regular physical activity is essential for a lifetime of good health. In an effort to inspire children to have fun establishing healthy activity habits, your child's recreational facility will be participating in the **VERB**™ *Make-It-Up* program.

VERB is a multicultural campaign designed by the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC) to increase and maintain physical activity among children (age 9-13). **VERB** *Make-It-Up* is one in a series of **VERB** programs and initiatives designed to inspire kids to have fun getting and staying active.

An active lifestyle is a reward in itself. It improves overall fitness, helps enhance self-esteem and can build self-confidence. But **VERB** offers even more. Children will engage in **VERB** *Make-It-Up* activities that they create as well as those provided by their caregivers, teachers and youth leaders at the recreational facility. These will be interesting and challenging activities that provide the type of excitement that turns physical activity into fun.

The **VERB** *Make-It-Up* program is designed to supplement your children's core physical education lessons and after school activities. To meet these goals, the recreational facility and your child need help from you.

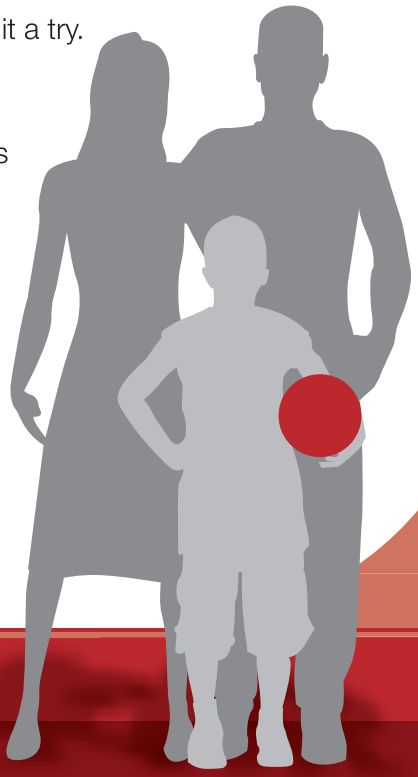
Here's what you can do:

- Talk with your child about his or her current physical activities, suggest new ones your child might like and try a new activity with them.
- Support your child's efforts by driving him or her to before or after school events, by organizing those events or by volunteering to be a coach.
- Make whatever efforts you can to join your child in his or her physical activities.
- Create an activity that combines your child's favorite sports or games and give it a try. Let your child make up the rules.

Your child's recreational facility recognizes the role regular physical activity plays in the health, welfare and development of its children. Please join us in encouraging your child to have fun getting and staying active.

Thank you,

Faye Wong
Director, VERB Campaign



PARTICIPATE

MOTIVATE | INSPIRE | PARTICIPATE | ENCOURAGE