Dear Instructor/Organization Leader,

What does it mean to pass play on? To share, celebrate, and spread the word. This year, we're inviting kids to pass play on by getting physically active and inspiring others to do the same with the VERB YELLOWBALL™ program.

Your community-based organization is one of thousands across the country participating in the VERB YELLOWBALL program. VERB was 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 kids. Its aim is to get kids active, playing VERB YELLOWBALL games, having fun, and sharing their stories at VERBnow.com.

Everything you need to put the world of play in your kids' hands is enclosed in this kit.

- Generate excitement by hanging the VERB YELLOWBALL posters in prominent areas.
- Kick off the program by distributing activity challenge cards and encourage kids to get the ball rolling.
- Publish the newsletter clip.
- Wrap it up by distributing VERB YELLOWBALL reward stickers and more importantly, pass play on by mailing VERB YELLOWBALLS to other community-based youth organizations using the enclosed boxes.

Don't forget to tell us your VERB YELLOWBALL story. Email us at ybschool@verbnow.com and tell us how your kids embraced the program. You may just see your organization's name and ideas in the "Buzz" section on VERBnow.com! And once the program ends, complete the short grant application enclosed and your organization will be eligible to win one of 25 grants of $500 toward your organization's physical activity program. You can also win a bonus prize of five 36" VERB YELLOWBALLS!

Questions about the VERB YELLOWBALL program? Call the Kaleidoscope Education Support Group at 1-800-331-9218. Monday through Friday, between 8 AM and 5 PM EST.

Being physically active matters. With VERB YELLOWBALL you can motivate your kids to get the ball rolling, start a real movement, and pass play on at VERBnow.com. The VERB YELLOWBALL is in your hands. PASS IT ON!

Sincerely,

Faye Wong
Director, VERB Campaign

VERB YELLOWBALL™

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