



**A partnership to promote  
THE VALUE OF PLAY  
throughout life.**

*"The debt we owe to the PLAY of the imagination is incalculable."*

**Carl Jung**

June 2011 Newsletter

<http://usplaycoalition.clemson.edu>

## **From the Co-Chairs**

June is a month of change for the US Play Coalition. We will be saying goodbye to Brianna Clark, who has done an exceptional job as our program administrator for the past year. Brianna led many important Coalition projects, including the 2011 Conference on the Value of Play, redeveloping our website and this newsletter. She is completing her PhD and joining the Temple University team this summer. Please join us in wishing her the best.

Before Brianna leaves, she will be transitioning her work to our new Administrator, Shawna Cass. Shawna has years of education marketing and public relations experience. Among her past roles are Assistant Communications Director for the Alberta Ministry of Education, and Marketing Consultant with Edmonton Public Schools. Her last role was as Director of Communications at Alberta Culture and Community Spirit, where she helped establish the first-ever annual, provincial "Arts Day" campaign, encouraging people of all ages to experience and enjoy the arts, culture, heritage and sport.

We also have exciting conference news to share. The 2012 Conference on the Value of Play is scheduled for February 26-29 in Clemson, South Carolina. We expect conference fee levels will be the same as last year (including four full meals), and registration will be available in the coming weeks. More information about conference proposals is available on page 3.

Best wishes for a PLAYful month,

Fran Mainella & Dr. Brett Wright  
Coalition Co-Chairs

## **Fran P. Mainella Receives Neag School of Education Alumni Society Award**

Last month, US Play Coalition Co-Chair Fran P. Mainella received the Distinguished Alumni Award from the Neag School of Education Alumni Society of the University of Connecticut.



This award adds to Fran's already impressive collection, which includes Clemson University's Walter T. Cox Award for faculty excellence. The University's Board of Trustees also named an award in her honor to encourage women to pursue conservation careers. Please join us in congratulating Fran!

## **Thank you to our sponsors**

A hearty thank you to our sponsors for the 2012 Conference on the Value of Play:

- Platinum Champion for Play - Landscape Structures ([www.playlsi.com](http://www.playlsi.com));
- Platinum sponsors - Playcore/Gametime ([www.playcore.com](http://www.playcore.com)) and Vortex ([www.vortex-intl.com](http://www.vortex-intl.com));
- Silver sponsors - BCI Burke ([www.bciburke.com](http://www.bciburke.com)) and John & Bobbie Nau; and
- Bronze sponsors - Allied Tube and Conduit ([www.atkore.com](http://www.atkore.com)) and the International Play Equipment Manufacturers Association (IPEMA) ([www.ipema.org](http://www.ipema.org)).

## Recent News and Upcoming Events

**June 9 & 10:** The [2011 Communities in Action National Asthma Forum](#) in Washington, DC.

**June 24-26:** [Outdoor Nation! 3-day Regional Summits](#) in New York City.

## Call for Conference Sponsors



We welcome individuals, companies, organizations, non-profits, etc. interested in becoming sponsors of the 2012 Conference on the Value of Play.

If you would like to learn more about sponsorship opportunities, please visit

our website at <http://usplaycoalition.clemson.edu>.

## 2011 Conference DVDs now Available

DVDs of sessions hosted by featured and keynote speakers at the 2011 Conference on the Value of Play are now available for purchase. A complete set, containing four DVDs with recordings of nine sessions, including all keynotes, is available to US Play Coalition members for \$30 (nonmember price is \$35).

A Featured Speaker Collection (2 DVDs) and Keynote Speaker Collection (2 DVDs) are also available to US Play Coalition members for \$20 each (nonmember price is \$25). Visit <http://usplaycoalition.clemson.edu> for details.

## Building the Play Coalition

*Joan Almon and Fran Mainella, Co-Chairs of the Coalition Building Committee*

The Coalition Building Committee supports the growth of the US Play Coalition by encouraging both individual and organizational memberships. To join the Coalition, one has to value play and want to spread the word about its importance. There are no membership dues, and we encourage all supporters of play to join.

During the coming year we want to expand the coalition by focusing on working groups for play—reaching out to existing ones and encouraging the development of new ones. These include play

coalitions in cities and regions, and groups focusing on inclusive play, recess, play in early childhood education, nature play, playwork and adventure playgrounds, and play for adults.

A number of organizations are already active in helping to develop such groups and many attended the last Coalition conference at Clemson. These include the Association for Childhood Education International (ACEI); the Alliance for Childhood; the Atlanta Taskforce on Play; Boundless Playgrounds; the International Play Association; the International Play Equipment Manufacturers Association (IPEMA); KaBoom!; Playworks; play coalitions in New York, San Antonio, and the San Francisco Bay Area; and many others. A common view prevailed: the more we can all work together, the greater our progress will be in restoring play across the country.

The Coalition's goal is to **increase links** between individuals, organizations and associations. Many have worked on play for years, and others are developing a strong interest in play at this time, such as optometrists and orthopedic surgeons. There are many ways the US Play Coalition can support working groups: By giving space on its web site, publishing articles in the newsletter, listing events in the calendar, and offering time and space on the Sunday before the conference kick-off for face-to-face meetings.

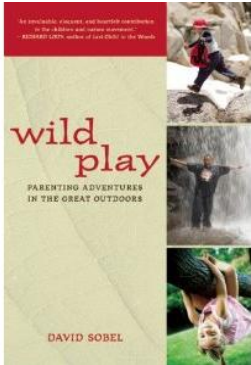
What we need: People to develop interest groups and link existing ones with the US Play Coalition. Please contact Joan Almon at [joan.almon@verizon.net](mailto:joan.almon@verizon.net) or Fran Mainella at [fmainel@clemson.edu](mailto:fmainel@clemson.edu) if you are interested.



## Contributions from our members

### Announcing a new book by David Sobel

***Wild Play: Parenting Adventures in the Great Outdoors*, published by Sierra Club books.**



When David Sobel's children, Tara and Eli, were toddlers, he set out to integrate a wide range of nature experiences into their family life, play and storytelling. Blending his passion as a parent with his professional expertise, he created adventures tailored to their developmental stages: cultivating empathy with animals in early childhood,

exploring the woods in middle childhood and devising rites of passage in adolescence.

*Wild Play* is Sobel's vivid and moving memoir of their journey and an inspiring guide for all parents who seek to help their children bond with the natural world. Through this family's experiences, we observe how free play in nature hones a sense of wonder, provides healthy challenges and nurtures earth stewardship. "Parents need to support kids' access to independent outdoor play," says Sobel.

Richard Louv's *Last Child in the Woods* identified the urgent problem of "nature deficit" in today's children, sounding the alarm for parents, educators and policymakers. *Wild Play* is a hopeful response, offering families myriad ways to blaze their own trails.

### Become a member today!

There are many advantages to becoming a member of the US Play Coalition, including discounts on our annual Conference on the Value of Play, DVDs and more!

Visit <http://usplaycoalition.clemson.edu> and click on "Get Involved" to become a member. There is no annual fee or start up costs, and your information will remain confidential.

## Call for Conference Proposal

### Reviewers

Academic and professional reviewers are needed to look at proposals from potential 2012 conference presenters, and determine their acceptability. We will be using a blind review process; therefore, if you plan on submitting your own proposal, this does not preclude you from participating. We will take steps to ensure you do not review proposals you are authoring.

Reviewers will receive a reduced conference registration fee as thanks for their work. If you are interested, please contact Shawna Cass at [scass@clemson.edu](mailto:scass@clemson.edu) and attach your resume or CV. The Chairs of the US Play Coalition will review all interested candidates and notify you if you have been selected.

More information about conference proposal submissions will be shared over the coming weeks.

### Call for Newsletter Content

Have some exciting information that furthers the play movement you would like to share? Email it to us, and we will display it on our website, and include it in our next newsletter issue. Please note that your submission may be edited for clarity, and decisions to include entries in our monthly newsletter/website will be based on content and the co-chairs' discretion. If you would like to include information in our monthly newsletter, entries are due by the 23<sup>rd</sup> of each month, should not exceed 250 words and should be emailed directly to [fmainel@clemson.edu](mailto:fmainel@clemson.edu).

### Follow us on Facebook and Twitter!

When you're online, follow us for regular updates! We will also be retweeting member posts about events and other important information.

On Facebook: [US Play Coalition](#)

On Twitter: [@USPlayCoalition](#)

On YouTube: [USPlayCoalition's Channel](#)

If you have videos you would like posted on the US Play Coalition YouTube channel, please email Fran Mainella at [fmainel@clemson.edu](mailto:fmainel@clemson.edu).