



A partnership to promote  
THE VALUE OF PLAY  
throughout life.

*"You can discover more  
about a person in an hour  
of play than in a year of  
conversation"*

Plato

May, 2011 Newsletter

<http://usplaycoalition.clemson.edu>

### *From the Co-Chairs*

We hope you all enjoyed the April Newsletter and find this issue to be even better! Please take notice of the contributions we received from our members and the page explaining the updates and improvements to our website.

Our website will continue to be updated with general play information and most importantly information regarding the 2012 Play Conference. Please note that the dates of the Conference are February **26-29, 2012** at Clemson University. Also, information regarding registration and proposal submissions will be available at the end of May/early June, so please keep an eye on our website.

We would like to thank our returning conference sponsors for making the 2012 conference possible, Platinum Champion for Play, Landscape Structures ([www.playlsi.com](http://www.playlsi.com)), Platinum, Playcore/Gametime ([www.playcore.com](http://www.playcore.com)), and Platinum, Vortex ([www.vortex-intl.com](http://www.vortex-intl.com)). In addition, Silver Sponsors, BCI Burke ([www.bciburke.com](http://www.bciburke.com)) and John & Bobbie Nau have also have agreed to continue their sponsorship of the 2012 conference at their previous levels.

We look forward to hearing your suggestions regarding our website and seeing more Newsletter contributions from all of you. Hope you all have a great summer playing!

Thank You,  
Fran Mainella & Dr. Brett Wright  
Coalition Co-Chairs

### *Call for Newsletter Content*

We encourage all of you to send us any play information you would like us to display on our website and/or Newsletter. Decisions to include entries in our monthly newsletter/website will be based upon 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 [fmaine@clemson.edu](mailto:fmaine@clemson.edu).

### *Recent News/Events*

- National Physical Education and Sport Week – May 1<sup>st</sup> - 7<sup>th</sup>



- [Survey: Kids lack exercise and healthy foods](#)
- [Author claims natural spaces hold the key to better lives and richer relationships](#)

### *Sponsors*

We welcome individuals, companies, organizations, non-profits etc. to be a sponsor of the 2012 Conference on Play. If you are interested in learning more about sponsorship opportunities please visit our website:

<http://usplaycoalition.clemson.edu>

## Explore Our Website

We have made significant changes to our website and will continue to do so! We hope this little tutorial will give you a better idea of what we are offering on our site and how to use the resources we have available. We also welcome any thoughts and suggestions as we continue to make updates to our site!

Here we offer information on recent play news and video presentations.

Click here to learn how the US Play Coalition was started, and to meet our steering committee.

Become a member of the US Play Coalition for **Free** and receive our monthly newsletter and discounted registration at the 2012 Play Conference.

The Action Committees are sub committees with particular goals and responsibilities. They are:

- Coalition Building
- Research
- Communications
- Advocacy
- Guidelines
- Education
- Development

Contact us to learn how you can be involved with the committee of your choice.

Join us on YouTube, Twitter and Facebook!

The screenshot shows the US Play Coalition website homepage. At the top is a banner with the logo and the tagline "A partnership to promote the VALUE OF PLAY throughout life". Below the banner is a navigation menu with links: Home, About Us, Conferences, Resources, Get Involved, Events, Research, Action Committees, Our Partners, and Contact Us. The main content area features a video player on the left and a text block on the right. On the right side, there are social media icons for YouTube, Twitter, Facebook, and RSS, a search bar, and a calendar for April 2011. A "See all events" button is located below the calendar.

Search our website for your play topic of interest regarding recent events, news and research!

This tab connects you to information regarding the two events we have held in the past: The Summit on the Value of Play and The Conference on the Value of Play.

**Information on the 2012 Play Conference is also available here.** Check out our Sponsors! In addition registration and proposal submission information will be available late May early June, so keep checking back with us!

Interested in play research? Go to this tab to find research we have found on play!

Check out our Calendar for what is going on in the world of play each day, week and month!

Go here to find out what is going on in the US and around the world regarding play. See the Calendar too!

See who have partnered with and who our sponsors are. **We welcome you to partner with us!**

## *Contributions from our Members*

### **North Carolina forms Early Childhood Play Alliance**

Be Active North Carolina received a \$100,000 grant from the Blue Cross and Blue Shield of North Carolina Foundation to create the North Carolina Early Childhood Play Alliance. The purpose of the Alliance is to increase awareness in educators and parents for and about the importance of children's play while increasing the opportunities and time children spend engaged in active play. Members of the Play Alliance consists of a diverse group of professionals in play pedagogy, environmental education, parks and recreation, education at the university level down to the childcare level, non-profit organizations, child nutrition, state government departments as well as the zoo, and pediatrics all working together to promote play. Their goal is to get 1,000 young children more actively engaged through play. Their first year's projects include coordination of **North Carolina's Play Daze** slated for September 23rd, 24<sup>th</sup> and 25<sup>th</sup> in 2011. Development of a "Play Day Planner" is underway so that all types of organizations from schools, parks and recreation departments, towns and the faith based community may be able to easily create a day of play with advertising material and invitations, event ideas, age appropriate games with instructions, and an evaluation survey. Each play day will be as unique as the people and children that are in attendance. That's what makes it truly PLAY!

If you have any additional questions or comments pertaining to the North Carolina Early Childhood Active Play Alliance contact Nancy Goethe at [www.nancy@beactivenc.org](mailto:www.nancy@beactivenc.org).

### **New KaBOOM! Book Helps Communities Save Play!**

According to the U.S. Department of Health and Human Services, only 1 out of 5 children in the United States lives within a half mile of a park. This doesn't surprise Darell Hammond, founder and CEO KaBOOM!, the national non-profit dedicated to saving play. Darell has spent the last 15 years working with activists, leaders and companies to save the indispensable activity of "play" by building playgrounds and educating parents and communities about how important it is for America's children to have time for unstructured play and exploration. Hammond has just release a book about his work called KaBOOM!: How One Man Built a Movement to Save Play. The book was released on April 26th and quickly rose to the #1 spot on Amazon.com. The book tells the story of how Hammond growing up in a group home with his seven

siblings and founding a national nonprofit to save play for America's children beginning a movement. Over the last 15 years, Hammond led efforts to combine corporate dollars with local community support and manpower to build a \$20 million a year non-profit, construct 2000 playgrounds across the country and touch the lives of 5.5 million children. He then instructs readers on how to take action in their own communities and learn easy steps to take to make a difference. Hammond is now on a cross-country book tour. Appearance dates, book events, discussion guides, and order information can be found at [kaboom.org/book](http://kaboom.org/book).

### **New to Bookshelves: The Nature Principle**

The immediacy of Richard Louv's message in *Last Child in the Woods: Saving Our Children from Nature-Deficit Disorder* <<http://richardlouv.com/books/last-child/>> galvanized an international movement to reconnect children with nature. Now, in *The Nature Principle*, Louv reaches even further with a powerful call to action for the rest of us.

Our society, says Louv, has developed such an outsized faith in technology that we have yet to fully realize or even adequately study how human capacities are enhanced through the power of nature. Supported by groundbreaking research, anecdotal evidence, and compelling personal stories, Louv shows us how tapping into the restorative powers of the natural world can boost mental acuity and creativity; promote health and wellness; build smarter and more sustainable businesses, communities, and economies; and ultimately strengthen human bonds. As he says in his introduction, *The Nature Principle* is "about the power of living in nature-not with it, but in it. We are entering the most creative period in history. The twenty-first century will be the century of human restoration in the natural world."

Richard Louv makes a convincing case that through a nature-balanced existence driven by sound economic, social, and environmental solutions the human race can and will thrive. This timely, inspiring, and important work will give readers renewed hope while challenging them to rethink the way we live.