

**"Life must be lived as PLAY."**

Plato



September 2011 Newsletter

## Message from the Co-Chairs

Those of us in the play community have a lot to celebrate these days. Over the summer, we've seen a great deal of interest build about the value of play.

When you visit the "[In the News](#)" section of our website, you will see there have been several stories over the past week emphasizing the importance of play in our lives. Kudos to all of you who have made sharing information about play a priority.



Now that the spotlight is firmly positioned on the value of play, we need to do everything we can to keep it there. Keep talking to your local media, sharing play ideas on [Twitter](#) and [Facebook](#), and continuing to foster a play movement in your community. We're well on our way to removing the stigma associated with the word "play"!

This issue contains updates on the 2012 Conference on the Value of Play: Multi-Generational Actions and Strategies, to be held in Clemson, South Carolina between February 26 to 29, 2012. For example, you now have until 5 p.m. EDT on Tuesday, October 4 to submit your presentation ideas. [Click here](#) for more information. We would also like to remind you to [register soon](#) for the 2012 conference. We're developing a great line-up of speakers and play activities you won't want to miss!

Be PLAYful,  
Fran Mainella & Brett Wright  
Coalition Co-Chairs



## Play on the radio!

Momentum and interest in the play movement continues to build! Fran Mainella, Co-Chair of the US Play Coalition, is promoting the value of play in two separate radio interviews airing this month.

Fran participated in one of a series of play-oriented interviews organized by KaBOOM! and Dr. Alvin Jones through his weekday CBS Radio morning program, The Business of Wisdom. The show airs on WHFS-AM 1580 and on the Paradise Radio Network (WCBQ-AM 1340 and WHNC-AM 890) Monday through Friday between 6 and 10 a.m. EDT, and on Sundays between 10 and 11 a.m. EDT.

The US Play Coalition is a partnership to promote the VALUE OF PLAY throughout life.

### In this issue

Play on the Radio!  
Submit your conference presentation ideas today!  
Reduced hotel rates available for 2012 conference  
Contact us!  
Call for newsletter content  
Visit our website today!

September News &

KaBOOM! has arranged for a weekly segment dedicated to discussing the merits of play and its role in healthy development for children and adults. These segments are 15 minutes long, and focus on a variety of topics related to play.

Fran's segment is available now on the Dr. Alvin Jones website at [www.dralvinjones.com](http://www.dralvinjones.com). The segment will be airing on the radio on September 30. We encourage you to have a listen, and to keep listening to this series of interviews!

This morning, September 7, Fran will also be participating in a discussion about outdoor play and playgrounds on [The Coffee Table program on KBBJ](#) in South Central Alaska. The program runs from 9 to 10 a.m. during Alaska Daylight Time (AKDT - 1 hour behind PDT), and Fran will be on during the second half.

Other guests include:

- Carmen Field, Naturalist, Environmental Educator and *Nature Rocks Homer* Chair
- Dana McDonald, Volunteer Director of a recent effort to build a new playground in Soldotna, Alaska (in the central part of the Kenai Peninsula)
- Miranda Weiss, a volunteer helping to build a playground in Homer, Alaska that combines traditional playground structures with natural play elements

If you're in Alaska, we're hoping you'll have a listen!

## Last chance to share your work at the 2012 Conference on the Value of Play!

The deadline for presentation submissions to the 2012 Conference on the Value of Play: Multi-Generational Actions and Strategies has been extended to 5 p.m. EDT on Tuesday, October 4, 2011.



Information on how to apply and the types of proposals being considered is available [here](#). Every proposal will go through a blind review process. Decisions regarding proposals will be communicated to first authors by mid-November, 2011.

## What are you doing for National Childhood Obesity Awareness Month?

Last Thursday, Fran Mainella was part of the official kick-off to South Carolina's Family Play Day on September 2, part of the state's activities to recognize [National Childhood Obesity Awareness Month](#). To our knowledge, this is also one of the first family play days created by legislative action in the United States of America.

The event was held at the [Children's Museum of the Upstate](#) in Greenville, South Carolina, and featured a strong focus on the importance of play in the lives of people of all ages. Speakers included Senator Larry Martin, who led the vote to support the senate resolution for the day; Mary Sellers, President & CEO of the Children's Museum of the Upstate; Katherine Cason from the [Center of Healthy Living](#); Patsy Smith from [Zest Quest](#); and Jorge Calzadilla from [Clemson University's Youth Learning Institute](#).

## Events

There are a number of great play-oriented events happening in September and early October:

[September 8: Free online workshop - Instant Recess: Fitter Schools, Ten Minutes at a Time](#)

[September 12-13: South Carolina Recreation & Park Association \(SCRPA\) & North Carolina Recreation & Park Association \(NCRPA\) Joint Conference \(Charleston\)](#)

[September 16-18: International Green Schoolyard Conference \(San Francisco Bay area\)](#)

[September 22-23: Play for Life Symposium \(Minneapolis\)](#)

[September 24-30: International Take a Child Outside Week](#)

[October 5: 2011 New Hampshire Children in Nature Conference \(Ossipee Lake\)](#)

[October 6-7: 9th Annual Natural Learning Design Institute \(Chapel Hill\)](#)

## Quick links

Important links for the 2012 Conference on the Value of Play:

- Online registration
- Online conference presentation/poster submission form
- Become a sponsor of the US Play Coalition!

[US Play Coalition website](#)

[US Play Coalition on Twitter](#)

[US Play Coalition on Facebook](#)

[US Play Coalition YouTube page](#)

[Join Our Mailing List!](#)

[Contact us!](#)

For more information about the US Play Coalition, including sponsorship

We have a great opportunity to position the importance of play throughout September as a foundational part of a child's development. If you're planning activities to celebrate National Childhood Obesity Month, please send them to [fmainel@clermson.edu](mailto:fmainel@clermson.edu) so we can share them with other Coalition members!

## Reduced room rates available for the 2012 Conference on the Value of Play!

A block of rooms at the James F. Martin Inn at Clemson University has been reserved for conference attendees at a special rate of only \$99 per night (including continental breakfast, does not include tax). Please mention Code GF-8536 or The Conference on the Value of Play when you call to reserve your room. Deadline for hotel registration is Dec. 31, 2011.

Space at the Inn is limited, so register as soon as possible. The Martin Inn is attached to the Conference Center, so no in-town transportation will be required to go to the Conference on the Value of Play from your room. Limited shuttle service will also be provided between the Greenville-Spartanburg International Airport and the hotel.

## Thank you to our sponsors

A hearty thank you to our sponsors for the 2012 Conference on the Value of Play. We would also like to send special thanks to Allied Tube & Conduit, who recently moved from Bronze to Silver sponsorship.

- Platinum Champion for Play - [Landscape Structures](#)
- Platinum sponsors - [PlayCore/GameTime](#) and [Vortex Aquatic Structures](#)
- Silver sponsors - [Allied Tube & Conduit](#), [BCI Burke](#) and John & Bobbi Nau
- Bronze sponsors - the [International Play Equipment Manufacturers Association \(IPEMA\)](#)

[KaBOOM!](#) is also funding one of three \$3,000 research awards at the [2012 Conference on the Value of Play: Multi-Generational Actions and Strategies](#) to a researcher whose creative and innovative work reflects great potential for expanding our knowledge of the value of play.

## New book includes article from US Play Coalition members and leadership

The Summer 2011 issue of *New Directions for Youth Development: Recreation as a Developmental Experience* includes an article authored by US Play Coalition Co-Chair Fran Mainella, Steering Committee member Dr. Joel R. Agate, and former Administrator Brianna S. Clark.

The article, "Outdoor-based play and reconnection to nature: A neglected pathway to positive youth development," outlines the arguments for a new outdoor-based play movement and provides an overview of some related programs and initiatives. The journal can be viewed online via [wileyonlinelibrary.com](http://wileyonlinelibrary.com).

## Meet the Coalition Steering Committee

We are lucky to have an active and engaged steering committee, who work hard to further our goals and priorities as a Coalition. Members are:

- Fran Mainella, Co-Chair of the US Play Coalition and Visiting Scholar at Clemson University
- Brett Wright, Co-Chair of the US Play Coalition and Chair of the Department of Parks, Recreation and Tourism Management, Clemson University

opportunities, contact:

Fran Mainella  
US Play Coalition Coalition  
Co-Chair  
[fmainel@clermson.edu](mailto:fmainel@clermson.edu)

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 include it in our next newsletter, and may also post it on our website.

Please note that your submission may be edited for clarity, and decisions to include entries in our monthly newsletter or on our website will be based on content and the co-chairs' discretion.

Entries are due by the 23rd of each month, should not exceed 250 words and can be emailed (with a photo, please) to [fmainel@clermson.edu](mailto:fmainel@clermson.edu).

Visit our website  
today!

Bookmark the [US Play Coalition website](#) for play news, upcoming events, and other information about the US Play Coalition's efforts.

We update the site regularly, so make sure you visit often!

About the US Play  
Coalition

The US Play Coalition is an international collective of individuals and organizations that recognize play as a valuable and necessary part of a healthy and productive life.

Since our beginnings in 2009, we have accumulated more than 1,000 members, a number which continues to grow daily.

Our membership is diverse - including individuals with a commitment to increasing awareness of the value of

- Jodie Adams, Director of Springfield-Greene County Park Board in Springfield, MO and Past President of the National Recreation and Parks Association (NRPA)
- Dr. Joel Agate, Assistant Professor, Department of Health Education and Recreation, Southern Illinois University Carbondale
- Dr. Larry Allen, Dean, College of Health, Education and Human Development, Clemson University
- Joan Almon, Executive Director, Alliance for Childhood
- Dr. Bob Becker, Academic Program Director, Strom Thurmond Institute of Government and Public Affairs, Clemson University
- Richard J. Dolesh, Chief of Public Policy, National Recreation and Park Association
- Jacqueline Epping, M.Ed., Physical Activity and Health Branch, Centers for Disease Control and Prevention
- Dr. Joe Frost, Honorary Chair of the 2012 Conference on the Value of Play and Parker Centennial Professor Emeritus, University of Texas
- Dan Hendy, CPSI, Site Masters Inc.
- Teri Hendy, CPSI, President, Site Masters Inc.
- Tom Kalousek, Executive Director, Winnebago County Forest Preserve District, Rockford, IL
- Kenneth S. Kutska, Executive Director, International Playground Safety Institute, LLC
- Tom Norquist, Senior Vice President, Product Development/Sales & Marketing, PlayCore/GameTime
- Eric W. O'Brien, Chairman, O'Brien & Sons Inc.
- Lynn Pinoniemi, Director of Marketing, Landscape Structures
- Dr. Dolores (Dee) Stegelin, Professor, Teacher Education, Eugene T. Moore School of Education, Clemson University
- Dr. Michael Suk, Associate Professor, Department of Orthopaedic Surgery and Rehabilitation, University of Florida

play, educators, professionals in the fields of health and parks and recreation, psychologists, landscape architects and many more. Membership is free, and simply requires a declaration of shared commitment to the value of play.

We also have a number of action committees, with volunteers working to further play in a variety of areas. If you would like to learn more about these committees, and perhaps get involved, visit the "Action Committees" section of the [US Play Coalition website](#).

## Contribution from our Members



### Play for Life Symposium: Exploring the Lifelong Benefits of Inclusive Play

Please join us for a thought-provoking, two-day symposium that examines the importance of play for people of all ages and abilities.

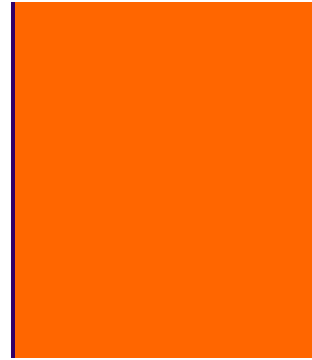
- Learn from a group of inclusion leaders from around the country about all of the dimensions of inclusive play, inclusive recreation, music and more.
- Share and network with colleagues from across the country.
- Reignite your passion for play and discover new ways to bring that passion to everyone in your community.

Dates: Thursday, 22 September 2011 and Friday, 23 September 2011

Location: the Sheraton Minneapolis West Hotel, Minnetonka, MN

For more details, registration and accommodations visit:

[www.playlsi.com/2011-symposium](http://www.playlsi.com/2011-symposium).



Save  
30%

Register as a US Play Coalition member for the 2012 Conference on the Value of Play: Multi-Generational Actions and Strategies to save almost 30 percent on your registration fees!

2012 Conference on the Value of Play early bird price for members is available until November 18, 2011.

US Play Coalition, Clemson University | 263 Lehotsky Hall | 128 McGinty Court | Clemson | SC | 29634-0735

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