



## New Year, Big Plans for Sports4Kids



As a new administration takes the helm of the country, Sports4Kids is looking forward to our most ambitious year ever. Sports4Kids is hitting the hardwood and asphalt in full stride, building on what works and bringing its unique brand of play to more kids and communities than ever before.

### New Cities, East and West

Interest and support for Sports4Kids continues to build. Sports4Kids will debut the program in at least four new cities in 2009, with Recess Roll-Outs in the works for this spring on both coasts.

In addition to entering new markets, Sports4Kids is looking to grow the number of schools it serves in current cities and have coaches on the ground in 245 schools by the end of the year. Jill Vialet, Sports4Kids president and founder, recognizes the

challenges of such an aggressive plan but is encouraged about the future.

“Our goals for the year are ambitious, especially given current market conditions, but we believe we have a solid, prudent plan in place to support this expansion,” she says. “The demand is continually growing as more

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## Get in the Game!

Join **Oakland Raiders’ Darren McFadden** and **Olympic Medalist Natalie Coughlin** – and all of us at Sports4Kids at our inaugural evening of play for grown ups.

Get in the Game! will bring together key sports, business and education leaders in our community. The gala evening will include a fabulous meal, cocktails and games. Come play with us and support the work of Sports4Kids.

Join us in honoring the Most Playful CEO, the Most Playful Principal and Sports4Kids’ Rookie of the Year and support the incredible work of Sports4Kids in our community schools. For more information, check out our web site, [www.sports4kids.org](http://www.sports4kids.org) or contact [elizabeth@sports4kids.org](mailto:elizabeth@sports4kids.org)

**Get in the Game!**  
**Saturday, March 14, 2009, 6 PM**  
**Treasure Island**

## Sports4Kids by the Numbers:

<b>15 minutes</b>	<i>The average length of recess</i>
<b>20 seconds</b>	<i>The average time it takes to play a round of four square</i>
<b>90 seconds</b>	<i>The average time a four square argument takes.</i>
<b>4.5</b>	<i>The number of four square games that could be played during an average argument.</i>
<b>5 seconds</b>	<i>The amount of time it takes to settle an argument playing rock-paper-scissors.</i>



## Sports4Kids to Debut Play On Conference

Grab your sneakers, pull on your sweats and join us at San Francisco's Mission Bay Conference Center as Sports4Kids debuts **Play On** this spring. This high-energy, action-packed conference will take place May 19 and 20, and will feature powerful, inspirational keynote speakers, informative hands-on breakout sessions, and lots of great games and strategies that attendees can take back to their communities and use in their day-to-day roles.

The two-day event is designed to provide groups and individuals who advocate or provide play and physical activity to their schools or community with smart, thoughtful strategies and approaches to supporting a successful program. Breakout sessions include information on play for physically challenged children, promoting physical

activity to girls, violence prevention, music as play, hands-on games and strategies to engage children on the playground and many other sessions.

Attendees will be energized, enchanted and inspired by keynote speaker, renowned change agent **Kevin Carroll**, author of **Rules of the Red Rubber Ball: Find and Sustain Your Life's Work**, who found his own extraordinary voice in the lifelong pursuit of play and has "played it forward" all over the globe, galvanizing countless others to dream, to believe, and to play.

Cost for the two-day conference is \$235 and includes luncheons, keynotes and dinner. To learn more about the Play On conference, check out the web site at [www.sports4kids.org](http://www.sports4kids.org).



## Play On CONFERENCE

## Corporate Kickball Coming Up

**The Sports4Kids Annual**  
**Corporate Kickball Tournament**

Silicon Valley, CA | June 5    Baltimore, MD | June 13    Boston, MA | June 12    New Orleans, LA | June 5

Bay Area, CA | June 12    Washington, D. C. | June 12 & 13    St. Louis, MO | May 29

**Get in the Game & PLAY!**

To find out more contact Elizabeth: [epena@sports4kids](mailto:epena@sports4kids)

Is your company looking for an excuse to kick something around with employees? Sports4Kids has a great opportunity for you! The Sports4Kids Corporate Kickball Tournaments are a terrific excuse to get outside, have fun and get moving while contributing to a worthy cause. This year, Sports4Kids will hold seven tournaments – one in each of the cities we serve. Companies are invited to gather up their best game and take it to the field. Companies need at least eight players to field a team, however 12 is optimal and some teams go up to 15. At least 50 teams are expected to get their game on for the tournaments this year, with bragging rights and trophies to the top teams in each city, and a great time out and a cool jersey for everyone.

For more information about kickball tournaments in your area, check out the web site at [www.sports4kids.org](http://www.sports4kids.org).

## STARS IN THE FIELD



**Ian Love, Guadalupe Elementary, San Francisco**

Working at a big school with small yards can be challenging, but Coach Ian has been up to the task. By introducing set teams and a structured rotation to the highly popular soccer game, Ian has drastically reduced conflict and helped make the game safer for all.



**Justin Mincey, Far West High-School, Oakland**

At Far West High-School, Justin Mincey has shown us that play is not the type of thing you grow out of. On any given day, you'll also find Justin running three periods of classic playground games like kickball, four-square and even tag for the high-school students.



**Kaitlin Kelly, Roosevelt, Boston**

Kaitlin Kelley recognizes the power play can have both on and off of the playground, and so do the staff members at Roosevelt School. A literacy teacher at the school gratefully told her that as a result of Sports4Kids after-school program, more students are completing their homework and they are doing it correctly!



**Kelly Burke, Flex Coordinator, Baltimore**

In an effort to share best practices, we created the flex coordinator – a scheduled “fill-in” so that site coordinators can visit other programs and learn from each other. Over the past year, Kelly Burke, the Baltimore “flex”, has done a tremendous job in this role, providing programming to all 24 of our Baltimore partner schools.



**Sean Tate, Abramson Science and Technology Charter School, New Orleans**

At Abramson Science and Technology Charter School, Coach Sean has had to work with the constraints of a temporary modular campus with limited resources. Despite these obstacles, Sean's perseverance and creativity has provided the students with a multitude of daily games such as medic dodgeball, ultimate ball and some serious jump rope.



**Zabeth Chacon, Gateway Elementary, St. Louis**

“Coach Z” has passionately worked to ensure that each and every student at Gateway Elementary has the opportunity to play. With nearly 500 students, many of whom are special needs children with disabilities ranging from moderate to severe, Coach Z's hard work is sincerely appreciated.



**Monica Crisp, Ryan Elementary, San Jose**

In a very short time Monica has made a huge impact at Ryan Elementary by going above and beyond to make play a part of everyone's day. In addition to a yard full of jubilant and active students, onlookers will see the teachers and principal playing alongside them.



**David Hidalgo, Tyler Elementary, Washington, D.C.**

In an effort to offer Sports4Kids youth leadership program to more students, Coach David has created the Tyler Elementary Junior Coach Alumni Group. Junior coaches learn leadership skills such as conflict resolution and group management. By “graduating” multiple classes annually, Coach David is able to groom more school leaders.

(continued from page 1)

## **New Year, Big Plans for Sports4Kids**

people recognize the value that positive play and recess bring can to the learning environment. Play works. And it's helping us grow."

## **Community Training Gaining Steam**

The Sports4Kids' community training initiative continues to grow. Last year Sports4Kids conducted 120 training sessions, bringing its unique brand of play and training to adults who collectively reach more than 130,000 children. This year, with the introduction of the Community Training Program Institute as well as additional expansion plans, Sports4Kids is looking to increase its training to 200 sessions, reaching adults who directly serve more than 200,000 students in their schools and/or communities.

In addition, Sports4Kids will hold its inaugural Play On Conference in mid-May, with keynote speakers and breakout sessions designed to educate, inform and inspire groups and individuals who promote play and physical activity in their communities.

## **New Year, New Name, New Look Same Great Work**

As the result of significant research and reflection, Sports4Kids will undergo a name change later this year.

"While our name has served us well for many years, as we evolved, we've found that it doesn't adequately reflect our mission," explains Elizabeth Cushing, development director. "We want a name that will help us more quickly communicate our our important and groundbreaking work in the field of play."

The new name is expected to be announced as soon as it is finalized – hopefully by early summer. In addition to the name, Sports4Kids will unveil a new logo and a redesigned web site with expanded functionality, along with other materials to support the new brand.

## **Supporting our Work in Tough Times**

With so much attention focused on the current economic situation, many people have asked how the organization is weathering the times. Executive Director

David Rothenberg notes that in spite of exceptional financial obstacles, Sports4Kids continues to have opportunities, pointing out a "teeter-totter" effect that he says will have a definite impact on its future.

"This is an extraordinary time," he observes. "On one hand, we are in the toughest financial situation in memory, yet on the other have one of the most enlightened visions for service we've experienced in most people's lifetimes."

Rothenberg points out that Sports4Kids continues to stay true to its mission and vision of bringing play to children everywhere.

"This organization has been built and grown over time because every day we do good work and every day we make a small difference in the life of 65,000 kids," he smiles. "Sports4Kids will continue to succeed long after this economic crisis us behind us because of the high-quality program we will always deliver, and the people who share our values and passion in delivering and supporting it."

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## **Study Shows Recess Helps Learning**



Recess not only gives students free reign of the playground, but also leads to improved behavior in the classroom and enhanced social development, a new study has found.

Researchers at the Albert Einstein College of Medicine found nearly a 10 percent increase improvement in classroom behavior between students who get little to no recess and those who receive more than 30 minutes of free time each day. The study is published by the American Academy of Pediatrics and appears in their official journal, *Pediatrics*.

## Opening Up the Playbook:

# Booty Ball!



*Caught inside because of unfriendly weather? Never fear, because the Playbook is here with a game of modified volleyball perfect for the classroom, living room or boardroom. Booty Ball is a simple, low-impact game that only requires a beach ball, some chairs and the ability to move your booty!*

**Group Size:** 8–20

**Age Group:** 6–96

**Length of Activity:** 10–20 minutes

**Equipment Needed:** Cones or other markers to enclose playing area, 4–6 chairs and 1 large, light ball (a beach ball, heavy duty balloon or one those balls they sell at the grocery store would work well)

**Developmental Goal:** To develop awareness and to provide an introductory game to the sport of volleyball

**Skills Practiced:** Agility, cooperation, and communication, as well as beginning skills for volleyball

**Set-Up:** Create a rectangular area divided into 2 squares, each large enough for half of the group to comfortably sit with space for each player. Then place a row of chairs, back to back across the center of the two squares to act as the net.

### How to Play Booty Ball:

- Divide players into two teams. Place teams on opposite sides, spaced out evenly, sitting on the floor and facing the chair “net.”
- Drop the ball into play in one of the teams’ areas. Players attempt to hit the ball over the chairs dividing the court and into the other team’s boundaries. The ball may not touch the floor.

- Players may hit the ball with hands, arms, legs or any body part, but may not lift their bottom off of the ground (scooting is allowed). Players are not allowed to catch and hold the ball.
- Only three hits allowed per side before the ball must travel over the net to the other team. Have teams count out loud as they hit.
- The object of the game is for everyone to work together to keep the ball volleying back and forth as long as possible.

### Before You Start:

Teach the game to the participants and ask them to explain it back to you.



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## Our Mission:

To improve the health and well-being of children by increasing opportunities for physical activity and safe, meaningful play.



## Thank You Sports4Kids Superstars

Sports4Kids wishes to recognize Community Training Manager Dana LoVecchio and Area Director Hector Salazar for their outstanding contributions to Sports4Kids' ongoing fundraising efforts.

Dana and her fellow stand-up comedian colleagues hosted **Comedy 4Play** last year, with additional Sports4Kids comedy benefits scheduled for later this year. Hector raised \$1,500 for the cause at a DJ performance he gave in 2007. Thank you!

## Sports4Kids Welcomes New Board Member

**Sue Levin** has joined Sports4Kids as the newest member of the board of directors. Sue is a consultant to investors in early stage consumer companies and their management teams.

She co-founded and served as CEO and President of Lucy activewear, a women's active apparel brand which operates more than 60 retail stores nationwide. In addition, she has led marketing efforts for Nike, including serving as global director of women's sports marketing. Prior to Nike, Sue wrote and edited for sports and outdoor publications. Sue lives in Portland with her husband and two school-age children.

## What we do:

Sports4Kids brings play and physical activity back to the playgrounds of low-income public schools across the country. At each school, well-trained and enthusiastic site coordinators create structured activities at recess, work with teachers to provide physical activity classes, coordinate daily after-school programs and coach teams for our developmental sports leagues. As a testament to the effectiveness of the program, schools pay nearly 40 percent of the average \$55,000 annual cost of the program.

