



# Playworks TeamUp Media Kit

Thank you for partnering with Playworks! We hope these resources will help you involve parents and your community in your school's commitment to safe and healthy play.

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## 1) About Playworks

Playworks is the leading national nonprofit leveraging the power of play to transform children's social and emotional health. Playworks is changing school culture by leveraging the power of safe, fun, and healthy play at school every day.

## 2) Playworks Announcement

[Insert school name] is committing to making recess a fun, inclusive place for every kid in our community to play every day. That's why we're bringing [Playworks TeamUp](#) to strengthen our school community.

The Playworks Site Coordinator will spend one day a week at our school modeling and training our Recess Team to create a safe, inclusive playground for all students. We'll learn the latest techniques used to positively transform our school environment—from the playground to the classroom. This exciting opportunity has been made possible by [insert funders if you need to recognize anyone].

## 3) Videos

- Watch and share: [Playworks TeamUp](#)
- Watch and share: [Other videos about Playworks](#)

## 4) Other Brand Resources

- [Logos, press kit, resources for media](#)
- [Playworks store](#) (Playworks shirts, extra equipment, etc.)

## 5) Sample Social Media Posts

### Facebook

Did you know play promotes kids' social and emotional learning? That's why we're teaming up with Playworks! <http://www.playworks.org/blog/playworks-and-schools-team-impact-four-times-many-children>

We are excited to partner with four other schools in [district] to launch Playworks TeamUp! Here is one principal's story of the impact at his school!  
<http://www.playworks.org/blog/teaching-empathy-on-the-playground>

### LinkedIn

We're partnering with Playworks to ensure that all kids at [insert school name] have a positive experience at school through play.  
<http://www.playworks.org/blog/playworks-and-schools-team-impact-four-times-many-children>

### Twitter

Creating a great recess experience can transform the whole school; that's why we're partnering with @Playworks <http://www.playworks.org/blog/playworks-and-schools-team-impact-four-times-many-children>

We are excited to join [other schools in your TeamUp pod] to bring out the best in our school through play! @Playworks #PlayworksTeamUp  
<http://www.playworks.org/blog/playworks-and-schools-team-impact-four-times-many-children>

Read how @Playworks TeamUp helped one school practice empathy. We are excited to join TeamUp this year! <http://www.playworks.org/blog/teaching-empathy-on-the-playground>

## 6) Sample Website Language

*Pick from the paragraphs below to include just the information that is most relevant for your school community. Feel free to adapt!*

### Playworks Recess

[School Name] is proud to partner with Playworks to make recess a fun, inclusive time for every student in our community. [Playworks](#) is the leading nonprofit in [State or Region] and nationally using play to transform schools. A Playworks recess creates a place for every kid on the playground to feel included, be active, and build valuable social and emotional skills.

### **Outcomes**

On Playworks playgrounds across the country, kids play hard, cheer loud, and high five with joy. They settle their conflicts quickly and fairly with Rock Paper Scissors, and they carry a feeling of empowerment and belonging with them into their classrooms, back to their neighborhoods and out into the world.

OR

What happens at recess affects the rest of the school day. By making sure that all kids have opportunities for safe and healthy play at recess, Playworks helps schools reduce bullying behaviors, provide more time for classroom teaching, and increase physical activity.

OR

Playworks helps kids grow as leaders, giving them the social and emotional skills they need to thrive inside and outside of the classroom. At a Playworks school, every student is included regardless of athletic ability, academic skills, or background.

### **[School Name] and Playworks TeamUp**

[Insert school name] is committing to making recess a fun, inclusive place for every kid in our community to play every day. That's why we're bringing [Playworks TeamUp](#) to strengthen our school community.

The Playworks Site Coordinator will spend one day a week at our school modeling and training our Recess Team to create a safe, inclusive playground for all students. We'll learn the latest techniques used to positively transform our school environment—from the playground to the classroom. This exciting opportunity has been made possible by [insert funders if you need to recognize anyone].

We are in the process of implementing Playworks for our students and expect to see a big impact on our playground and in our classrooms. You can expect to hear more as the year progresses.

OR

Playworks' vision is that every child will have access to safe, fun, and healthy play every day. [School Name] is proud to be part of this movement [as the first school in (School District/City/State--if true for your school) to make play a priority]! You can learn more by visiting <https://www.playworks.org/about/what-we-do/>.

### Examples from Other Playworks Schools

[Sommerville School District, Somerville, MA \(local news\)](#)

[Rooftop School, San Francisco, CA \(webpage\)](#)

<http://www.playworks.org/how>

## 7) Sample Monthly Newsletter Content

*Does your school send home a monthly newsletter for parents? Do you share tips on your website? Playworks has lots of resources to get families playing together. Here is an example calendar:*

- **July:** Looking for games to play at home? Search for games in the [Playworks Game Library](#).
- **August:** Back to school means back to homework. [Here are a few ideas for helping your child balance homework with play.](#)
- **September:** Kids who feel accepted and included at school learn better. See why [School Name] is partnering with Playworks. [\[link to Playworks announcement on your website\]](#)
- **October:** What is the difference between bullying and teasing? How can you help your child tell the difference? [Here are a few ideas.](#)
- **November:** Playworks is already making a difference at recess! Here is one of the games students love to play. [\[share photos from your school and pull the description from the Playworks Game Library\]](#)
- **December:** Laughter makes the holidays bright! [Here are 20 funny conversation prompts](#) to get your family laughing together over winter break.
- **January:** All cooped up inside this winter? [Try these 6 games to get kids moving inside!](#)
- **February:** Studies show that people who are kind are happier and healthier. [Here are 12 fun activities to help your kids practice kindness.](#)
- **March:** This year, our school has been prioritizing [\[insert focus area, like character education, physical activity, etc.\]](#). A safe, healthy recess is part of that! [\[share a photo of kids playing at recess.\]](#)
- **April:** Looking for quick, easy games to play at home? [Here are 6 fun games that you can play with just paper and pencil!](#)

- **May:** For teacher appreciation week, please also join us in celebrating our staff on the playground! [share a photo or quick interview with your Recess Coach]
- **June:** Looking for a great way to play outside with your kids this weekend? Try these games to play with your kids at the park!

## 8) Sample Partnership Press Release

*Below is a sample press release to announce your partnership to local media. Reach out to your regional Playworks office for help filling in the blanks.*

### **[SCHOOL] STANDS UP FOR SAFE AND HEALTHY PLAY WITH PLAYWORKS**

*National Nonprofit to Enhance Recess and Encourage Social and Emotional Learning*

[CITY, STATE, DATE] — [XX] schools in [DISTRICT] commit to providing safe and healthy play for students by joining forces with Playworks ([www.playworks.org](http://www.playworks.org)), a leading nonprofit that believes in the power of play to bring out the best in every kid. Beginning [DATE], Playworks will provide an onsite TeamUp Coordinator who will spend oneday a week at [SCHOOLS] to strengthen the school community through play.

[QUOTE FROM PRINCIPAL OR SUPERINTENDENT ABOUT HOW EXCITED YOU ARE TO ADD THIS SERVICE]

Playworks currently works with [XX] schools and [XX] children annually in [REGION]. The innovative TeamUp approach allows schools to share the cost of professional development and empowers school recess teams to create active and inclusive playground environments.

[QUOTE FROM PLAYWORKS EXECUTIVE DIRECTOR ABOUT WHY PLAYWORKS IS IMPORTANT]

The Playworks program leverages the power of play to encourage social and emotional learning and lifelong skills like empathy, leadership, and conflict resolution. According to a 2015 [study](#) published in the American Journal of Public Health, students who develop strong social and emotional skills are twice as likely to graduate from college and 46% more likely to have a full-time job by age 25 than their peers.

Additionally, Playworks schools see improved school climate with fewer bullying behaviors, increased feelings of safety among students, and more vigorous physical activity. Teachers also report recovering learning time by spending less time transitioning from recess to learning. For more information about Playworks, visit [www.playworks.org](http://www.playworks.org).

### **About Playworks [REGION]**

Playworks is the leading nonprofit leveraging the power of play before, during, and after school to transform children's physical and emotional health. Playworks currently serves more than XX schools and reaches more than XX students directly and through professional training services in [REGION]. For more information, visit [www.playworks.org](http://www.playworks.org) .