



Let's bring play to every kid, every school!



Playworks MOVathon

Playworks is a proud partner of The Detroit Lions



HOW IT WORKS

The **Playworks MOVathon Challenge** increases physical activity and encourages healthy behaviors in youth, while raising funds to support recess and play for low income schools. Each registered participant of the Detroit Lions Youth football will receive a Movband. The Movband, worn on the wrist, will track all movement and convert those moves to miles. Participants are encouraged to move as many miles as they can over three weeks between October 14–November 8. Each Movband comes with a USB cord so participants can track their movements online. In order to qualify for the Detroit Lions prizes, participants will raise money to support Playworks, an organization partnering with the Detroit Lions to provide recess and play in low income schools. Each participant will receive their own personal website page to track donations. You can also track your pledges and movements on a paper form.

Easy steps to get you started:

- A parent or guardian should register youth at <http://shop.movable.com/products-page/movband-accessories/movband-playworks> no later than September 30.
- After registering you will be mailed a Movband, instructions for recording your movements over a 3 week period in October and directions on how to create your own website page to collect pledges.

Student prizes



All registered students receive a MOVband* to track their movement and certificate signed by the Detroit Lions President and the Executive Director of Playworks! (Students who do not raise at least \$30 will need to return the MOVbands following the event. The Detroit Lions Youth Football participants who register online and pay the registration fee may keep their MOVband.)

Students can win really cool the Detroit Lions prizes as they raise money to support Playworks.



TOP FUNDRAISER PRIZE: Ultimate the Detroit Lions Experience! Tickets for four to the Detroit Lions Home Game December 22, 2013, including on-field access before the game, a chance to participate in the fan tunnel to high five the players at the game, food and beverage vouchers and a VIP parking pass plus all the prizes listed below!



Raise \$30–\$49

The Detroit Lions Football bands and keep your Movband!



Raise \$50–\$99

The Detroit Lions Tattoos, plus the Detroit Lions Football bands and keep your Movband!



Raise \$100–\$249

The Detroit Lions dogtag, plus the Detroit Lions tattoos, plus the Detroit Lions Football bands and keep your Movband!



Raise \$250–\$499

The Detroit Lions Lunch tote, the Detroit Lions dogtag, plus the Detroit Lions tattoos, plus the Detroit Lions Football bands and keep your Movband!



Raise \$500–\$999

Two tickets to the Detroit Lions home game, the Detroit Lions Lunch tote, the Detroit Lions dogtag, plus the Detroit Lions tattoos, plus the Detroit Lions Football bands and keep your Movband!



Raise \$1,000–\$2499

The Detroit Lions Jersey personalized with your name, two tickets to a Detroit Lions home, the Detroit Lions Lunch tote, the Detroit Lions dogtag, plus the Detroit Lions tattoos, plus the Detroit Lions Football bands and keep your Movband!