



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



Playworks  
MOVathon

Playworks is a proud partner of The Detroit Lions



## FREQUENTLY ASKED QUESTIONS

**WHAT IS THE PLAYWORKS MOVATHON CHALLENGE?** The Playworks MOVathon Challenge encourages physical activity and healthy behaviors in children, while raising funds for recess activities in Playworks low income partner schools.

**WHAT IS PLAYWORKS?** Playworks is a non-profit organization whose mission is to improve the wellbeing of children through physical activity and safe meaningful play. In Michigan's low income schools we provide a direct service program to build students' social and emotional skills through play and show them how to interact and engage more constructively, creating a more positive school climate and learning environment. For schools that do not qualify for our direct service program, Playworks provides hands-on professional development and technical assistance to adults who work with youth, including group management, conflict resolution, games facilitation and other essential skills that transform school culture and climate. Visit our website at [www.playworks.org](http://www.playworks.org).

**WHAT IS A MOVABAND?** A Movband is an activity monitor you wear on your wrist. It tracks all movements, not just steps. The Movband converts your daily moves into miles. About 2400 moves equates to one mile. The Movband comes with a USB cord so moves can be uploaded to an online form, if desired.

**WHO CAN PARTICIPATE?** Only 15 schools will be selected to participate based on their commitment to implementing the campaign. Schools will be selected by Sept. 30th. Also any Detroit Lions Youth Football participant who registers and pays a registration fee.

**WHEN DOES THE PLAYWORKS MOVATHON CHALLENGE BEGIN?** Your MOVathon should be conducted for a 3 week period between October 14 and November 8, depending on when you submit your school registration form.

**HOW WILL PRIZES BE AWARDED?** Prizes are awarded based on the money raised, however each child participating child will receive an certificate of participation. See prize list on Prize form.

**DO WE HAVE TO RETURN THE MOVEBANDS?** Students not raising at least \$30.00 will need to return their Movband. Participants of the Detroit Lions Youth Football pay a registration fee and get to keep their Movband regardless of the amount of money they raise.

**WILL PARTICIPATING SCHOOLS RECEIVE INCENTIVE PRIZES?** All participating schools will be entered into a raffle for Playworks recess event at their school! This event will include a one hour recess filled with activities and fun for the entire school!

Any school that raises \$20,000 (avg of 200 students raising \$100) will receive a Playworks Power of Play Training (valued at \$2500) for their teachers and staff. This one of a kind professional development will provide teachers with the skills to provide better recess and physical activity options for students, while encouraging students to use conflict resolution techniques and be better prepared for the classroom.

**I DO NOT HAVE ACCESS TO THE INTERNET; CAN I STILL PARTICIPATE?** Yes! All participating students will turn in a hard copy registration form. Students will have the option to submit their daily moves on the Playworks MOVathon Challenge website, or by using a paper log form. Additionally, pledges may be submitted online, or with a paper form.