



**Coaches Across Continents +  
Generation Amazing Foundation**

## **2022 Global Day of Play, Communications Toolkit**

We are so grateful you are joining us to #PledgeToPlayEveryday for the Global Day of Play - August 27, 2022.

The following pages include background information on the Global Day of Play and materials you can use to share how you are participating this year..

If you have any questions, please contact:

[instruct@coachesacrosscontinents.org](mailto:instruct@coachesacrosscontinents.org)





# What is The Global Day of Play?

The Global Day of Play was founded by Coaches Across Continents to celebrate the positive impacts of play, and highlight the decline of dedicated play time in communities across the globe.

## The objectives are:



1. to **raise awareness** about the **benefits of play** to **everyone**
2. to **create time** and **space** for **people to play**
3. **#PledgetoPlayEveryday**

Our vision is to raise awareness of the benefits of Play, and to have a world where play is seen as an **essential component** of day-to-day life, regardless of age, gender or culture.



# Why #PledgetoPlayEveryday?

The concept of Play is seen as a key component of a healthy lifestyle, including physical and mental well-being, stress relief, and socialization. CAC founded the Global Day of Play as an international celebration to commit to integrating Play into our daily lives.



From our Partners



“Play is vital in the process of **cognitive**, **emotional** and **physical** development and can be an engaging form of **learning!**” - Football Club Social Alliance



# Benefits of Play

## Benefits of Play

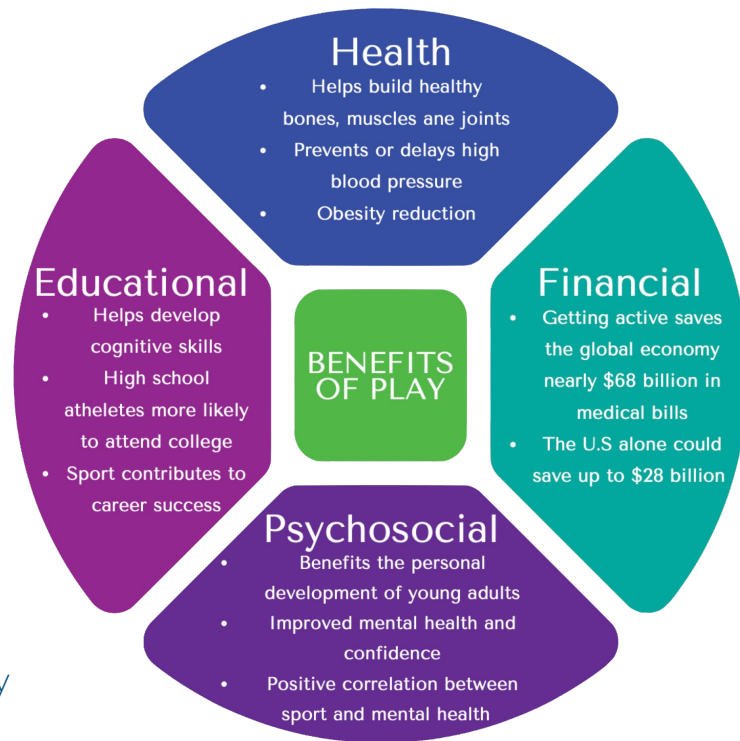
“It’s fair to say that Play, in all forms, has never been more important”

- The Aspen Institute

Play is address by the UN SDGs in Targets 3.4, 10.3 and 10.4 as well as in Article 31 of the UN Convention on the Rights of the Child.



Source : Aspen Institute’s Project Play





# 2021 Impact Levels

Coaches Across Continents celebrated our Inaugural Global Day of Play with organizations and coaches in **130+ countries** that impacted **1,500,000+ people impacted** who took the #PledgetoPlayEveryDay.





# How to Get Involved

This year we are asking organisations around the world to:

## 01

### Awareness

Raise awareness on the **benefits** of play for not only **young people**, but **adults** too!

## 02

### Play

Provide **60+mins** of participant driven, free, inclusive play-time to your community.

## 03

### Share

Tag  
[@coachesacrosscontinent](#)  
[s](#) and [@ga4good](#)  
on social media and use  
#PledgetoPlayEveryday

## 04

### Pledge

Click here and take a **long-term commitment** to support communities with play opportunities daily





# Games to Play

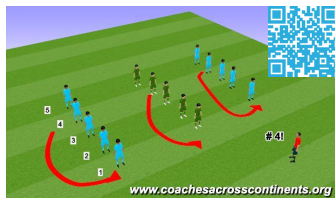
On August 27, 2022... Or Any Other Day!



## All In

Scrimmage tournament structured through **mutually agreed** on participant rules.

120+ Minutes



## Leadership Lines

Warm Up game for all participants to practice individual **creativity**, **confidence** and **leadership** skills.

15+ Minutes



## Make Your Game

Game for small groups to practice **collaboration**, **explanation** and **communication** in creating their own games.

20+ Minutes



## Football Tennis

Game for large groups to agree, adjust, and play their own version of 'Football Tennis' with emphasis on **Inclusion**.

25+ Minutes



# Three Social Media Posts

We ask that you post on social media at least three times: before, on, and after the 2022 Global Day of Play. Here are some suggestions:



**Twitter**

@[coachesacross](#) +  
[@GA4good](#)



**Instagram**

@[coachesacrosscontinents](#)  
+ [@ga4good](#)



**Facebook**

[CoachesAcrossContinents](#) +  
[GA4good](#)



**LinkedIn**

[Creating Legacies 17](#)  
[/ Coaches Across](#)  
[Continents](#)



## Pre – August 27, 2022

“Play is essential for physical, mental, and social health. ( org name ) is looking forward to signing the #PledgeToPlayEveryday with @coachesacrosscontinents and @ga4good at this year’s Global Day of Play, August 27, 2022.”



## On August 27, 2022

“( org name ) believes in the power of Play. Alongside @coachesacrosscontinents in partnership with @ga4good, we are proud to recognize the Global Day of Play in ( community ). Today we #PledgeToPlayEveryday ”



## Post – August 27, 2022

“( org name ) is proud to have signed the #PledgeToPlayEveryday with @coachesacrosscontinents and @ga4good. Play comes in many shapes and sizes. We hope that Play becomes an essential part of everyone’s daily life!”



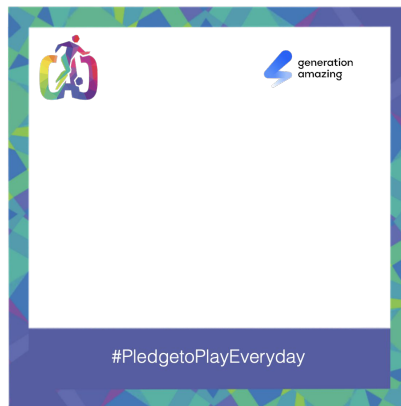


# Social Media Sample Frame

Please refer to the **hyperlinked social media frame** to the right and **logos** at the top left and right of this page for use externally.

## Instructions

1. **Download** hyperlinked frame
2. **Insert** image of choice into frame
3. **Post** to social media and tag [@coachesacrosscontinents](#) and [@ga4good](#)





# Thank you!

We are thrilled you are considering dedicating time to Play this year for the Global Day of Play.

We hope you have a great day, **take the pledge**, and share the fun by tagging **@coachesacrosscontinents** and **@ga4good** with the **#PledgetoPlayEveryday!**



**August 27, 2022**  
Global Day of Play



**@coachesacrosscontinents +**  
**@ga4good**  
Join the community



**#PledgetoPlayEveryday**  
Take the Pledge





RALPH WALDO  
EMERSON

“It is a happy talent to know how to  
Play”