

PLAYDAY 2010 PRESS RELEASE TEMPLATE

Playday event 2010

Photocall

Date and Time: _____ (insert local details)

Venue: _____ (insert local details)

Contact: _____ (local name)

Press Release

A huge crowd of children and families enjoyed a fantastic day of Play at _____, last week. The event was held to mark “Playday”, a UK wide celebration taking place for the 23rd year on 4 August 2010.

Smiles and laughter were in plentiful supply as children (insert range of activities on offer)

“(Name of organisers) have done a great job putting on this fun day to let the community come together and indulge in Play for play’s sake”, said a local parent.

“Play is an essential part of every child’s life and is vital to their development”, said Marguerite Hunter Blair, Chief Executive of Play Scotland. “Play helps children develop confidence, self-esteem and creativity. Every child and young person deserves the chance to play, and children’s right to play, as set out under Article 31 of the UN Convention on the Rights of the Child, is becoming increasingly embedded in Scottish Government Policy. All local authorities are now tasked with contributing to the Scottish Government’s objective to improve children’s quality of life through Play by offering high quality play opportunities in every community.”

(Name of Organisers) offer Play opportunities for children all year round (insert more detail of routine activities/sessions offered). To find out more, please contact: (insert local details). To read more about the benefits of Play, please visit Play Scotland's website: www.playscotland.org

ENDS

Background information for the Editor

“Playday” is the annual celebration of children’s right to Play, now in its 23rd year. As well as a celebration, Playday is also a campaign that promotes better play opportunities for children and young people across the UK. Play England co-ordinates the campaign in partnership with a national steering group, which includes representatives from Play Scotland, Play Wales and Play Board Northern Ireland as well as other national and regional organisations.

Playday is traditionally held on the first Wednesday in August. The theme this year is “Our Place”. Hundreds of communities celebrate Playday by holding events across the country. In 2009, over 834 events took place across the UK. The celebrations range from small neighbourhood gatherings to large public events organised by local authorities and national organisations.

Nationally, Playday receives high profile support and media coverage, but it’s the local events and local supporters that make it a truly successful campaign. As well as celebrating children’s play, Playday also forms the backbone of a wider campaign by Play organisations to move Play up local and national agendas.

Please enter a contact name and telephone number for Editors.

For more information: www.playday.org www.playscotland.org