



We're failing our kids

For the first time ever, today's youth are not expected to live longer than their parents.

Obesity, insecurity, loneliness, depression, attention deficit, declining grades, pressure, anxiety, fear, loss of control, destructive behavior, even suicide ... these are just some of the ways kids are suffering today.

What happened?

Free, constructive, self-directed play has become an endangered activity.

Kids are moving and playing less than ever. Social media, television, helicopter parenting, mounting homework, physical education cuts, safety concerns, financial constraints and elitism in organized sports are barriers to traditional play.

Kids have been robbed of control—and we know from Stixrud and Johnson's book *The Self-Driven Child* that loss of "a sense of control" leads to stress, anxiety and depression. Today's distracting and over-structured environment is extinguishing what kids really crave: fun, friendships, and freedom!

This trend is degrading kids' physical, mental and social health ... and their futures.

Play is the great beacon of hope. Kids learn through play. They want to gain knowledge through experiences, and active play delivers through a combination of cognitive (25%), technical/motor (25%) and social/emotional (50%) learning. Equally important, play teaches critical life skills—like creativity, leadership, planning, management, service, responsibility and teamwork—that are not easily learned from books.

Together, we can solve this epidemic with Lead2Play.

Lead2Play is a structured leadership training program that organically empowers youth to plan and lead play activities that enrich kids and communities. The program is designed to get kids moving, having fun, improving health, building competence and gaining confidence—while simultaneously teaching them how to take ownership, strategize, collaborate, communicate and resolve conflict.

The program's culture of inclusion lifts all kids up—no matter their ability, skill, age, size, popularity or socioeconomic background. It shifts the focus away from ego and winning to instead having fun, making friends and serving community ... together.

Lead2Play was developed by Dr. George Selleck, a nationally-recognized psychologist, sports education specialist, author, and Stanford and Pac-12 Halls of Fame athlete. He's backed by 30 years of experience constructing youth play and sport programs. George is passionate about putting kids in the driver's seat because he knows they inspire, motivate, influence and engage other youth like no one else can.

Here is how Lead2Play is empowering kids:

"This innovative concept of putting students in charge of their games has increased leadership opportunities for students and participation in physical activities." —Tashaka Merriweather, West Contra Costa Unified School District

"Our students appreciate being the directors of their own education and having choices, challenges and personalized support every day." —Chris Meredith, Teacher, Valley High School, Dublin District

This youth leadership play & sports program can be easily integrated into your organization.

You can connect the kids you serve to this life-changing program. Lead2Play's "plug and play" starter plan works like this:

- Video-based training + toolkit teaches kids to design, implement and manage play
- Caring adult coaches help kids process materials
- Groups are led either by peers or older kids
- Kids engage in a variety of activities from our gallery of games
- Self-evaluation tools help kids make positive changes

Live training and consultation services are also available.

The result? You've just armed kids with the tools and skills to turn their lives around.

Youth empowerment. That's what this program is all about. Lead2Play helps kids gain the physical, social and emotional skills required to strengthen their local communities today and grow into the leaders of tomorrow. And, they get to do what they love most in the process ... PLAY!

Discover how to get kids moving & leading today ...

 **510-964-1513**

 **info@lead2play.com**

 **www.lead2play.com**



LEAD2PLAY