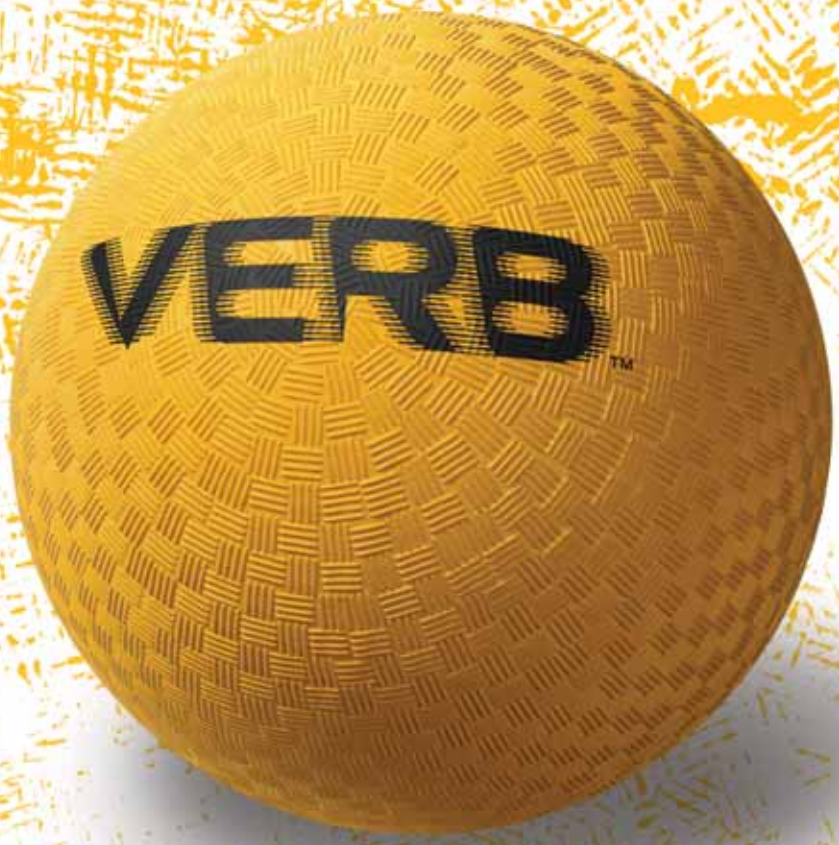
VERB YELLOWBALL™
INSTRUCTOR'S GUIDE

THIS ACTION PACK CONTAINS EVERYTHING YOU NEED TO GET THE BALL ROLLING.
USE VERB YELLOWBALL TO MOTIVATE KIDS TO GET ACTIVE, HAVE FUN, AND PASS PLAY ON!



Ages 9-13 Action Pack

Turn to the back cover to see how easy it is to apply for a $500 grant to support your organization's physical activity programs.

Dear Instructor/Organization Leader,

Now's your chance to start something big. Inside this kit is everything you'll need to inspire your kids to get physically active, and playing games is just the beginning.

VERB YELLOWBALL™ is a big, bouncy, world-changing idea that was created to spread play across the nation. Thousands of VERB YELLOWBALLS are going out to organizations like yours across the country. The ideas and enthusiasm of your kids will get the ball rolling. With your help, kids will invent and play their own original games using YELLOWBALLS. Then they'll pass play on, recording their games and ball numbers at VERBnow.com.

And it all starts with a simple yellow ball.

By participating in the VERB YELLOWBALL program, your kids will be part of a nationwide phenomenon while inspiring others to get active and have fun. So, are you ready to get rolling?

In addition to this Instructor's Guide, enclosed in this kit you'll find:

Instructor Letter – introduces the VERB YELLOWBALL program and provides an 800 number to use if you have questions
Ten VERB YELLOWBALLS– ready to inflate and go
Posters – get kids talking about VERB YELLOWBALL before it even begins
Instructor Pocket Guide – game ideas for class or free time
Activity Challenge Cards – one for each child; these cards get the ball rolling with fun game ideas using a VERB YELLOWBALL and other everyday items.
YELLOWBALL You're It Cards– designate VERB YELLOWBALL Captains each day; kids pass play on when they choose the next captain
Reproducible Parent Letter – inform the parent community about your organization's participation in VERB YELLOWBALL and provide them with ideas to keep the ball rolling at home
Reward Stickers – recognize participants at the end of the program with one VERB YELLOWBALL sticker for every child
Grant Application with Return Envelope – on the back of this guide, fill out the grant application for a chance for your organization to win ***$500 and five XXL (36") VERB YELLOWBALLS*** for your kids to have fun playing anytime
Five Mailer Boxes – at the end of the program, pass play on by mailing five of your ten VERB YELLOWBALLS along with the instruction letter to other community organizations.

PASS IT ON

Get the Ball Rolling!

Generate excitement in your organization for the VERB YELLOWBALL movement. Hang **posters** for VERB YELLOWBALL a week or two before the program kicks off.

Involve parents in the action. Send home the **parent letter** to inform parents about your organization's participation in VERB YELLOWBALL.

Create an organization-wide phenomenon. Publish the **newsletter clip** in your organization or group newsletter.

Keep It in Play!

Game time starts with the **activity challenge cards**. Pass out VERB YELLOWBALLS and challenge cards and let your kids call the game. Or, lead a group activity with the ideas in the instructor pocket guide. ***(Please remind children to always wear appropriate protective gear while participating in activities.)***

You're it! Kids own the fun when you designate them VERB YELLOWBALL CAPTAIN. Randomly select five kids each day to receive a "You're It" card. Captains lead the fun by calling the YELLOWBALL game for the day. And remind each Captain to keep the ball rolling by passing their card on to the next kid captain.

Help children track the action with **reproducible VERB YELLOWBALL tags**. Pass out copies of YELLOWBALL tags (found in this instructor's guide) to kids so they can record their VERB YELLOWBALL number and game. Then encourage them to log onto VERBnow.com, enter their ball number or code and write about what they did in the blog section. Kids can also see what others are doing with their VERB YELLOWBALLS on the website.

QUESTIONS?
CALL THE KALEIDOSCOPE EDUCATION SUPPORT GROUP PROGRAM HOTLINE AT 1-800-331-9218 MONDAY THROUGH FRIDAY, BETWEEN 8AM & 5PM EST.

Pass Play On!

Tell your VERB YELLOWBALL story. Email us at **ybschool@verbnow.com** and tell us about your kids' reactions to the program including how your organization brought the VERB YELLOWBALL concept to life. You just might see your organization and your ideas listed in the "Buzz" section on VERBnow.com!

Every child is a winner when you distribute the VERB YELLOWBALL **reward stickers**, included in this kit. Pass stickers out at the end of the program to reward participation. And after the program has ended, reward 3 kids for achievement by giving them a VERB YELLOWBALL to pass on to a friend of their choice.

Decide how you'll pass play on with your group. Select five community organizations anywhere in the country and mail them each a VERB YELLOWBALL and an instruction letter using the enclosed boxes. Have kids write letters and include some of their ball tags to give the new VERB YELLOWBALL recipients game or activity ideas. To keep VERB YELLOWBALL in play, your organization keeps the remaining two VERB YELLOWBALLS for the physical activity program.

Let us know how you liked the program. Complete the short GRANT APPLICATION on the back page of this guide and your organization is eligible to win one of 25 grants for $500 toward your physical activity program. As a bonus, you could also win five, 36" YELLOWBALLS for big fun in the future.

REPRODUCIBLES

NEWSLETTER CLIP

WHO'S IT?

You are, when you receive a "You're It" card. When you're the VERB YELLOWBALL captain, you call the game for the day. When you're not, you still get to have tons of fun playing YELLOWBALL games that you create.

Play in class, during free time and at home!

Remember, when you receive the "You're It" card, get creative, design a game, invent a move. Then keep the ball rolling by passing play on to the next Captain!

© 2006 CDC. All rights reserved.

VERB YELLOWBALL TAG

Don't forget to write down your VERB YELLOWBALL™ code and the game you played so you can log onto **VERBnow.com**!

BALL NO.

Game Played:

BALL NO.

Game Played:

BALL NO.

Game Played:

BALL NO.

Game Played:

BALL NO.

Game Played:

BALL NO.

Game Played:

BALL NO.

Game Played:

BALL NO.

Game Played:

GRANT APPLICATION FORM

YOU'VE DONE THE WORK.. NOW APPLY FOR THE REWARD!

Kaleidoscope Education Support Group would like to assist your organization's physical activity programs with a $500 grant opportunity. Just answer the four short questions below, mail the form in the enclosed postage-paid envelope, and your organization will be considered for one of 25 grants and five 36" XXL YELLOWBALLS for the program's use. Plus, tell us where you sent your five VERB YELLOWBALLS to pass on play, and we will reimburse you for the postage.
See form for details.

ENTRY DEADLINE: JULY 15, 2006

1) Organization: (contact name & phone number, organization name, street address, city/state/zip) _____

2) The name and brief description of your kids' favorite VERB YELLOWBALL activity or challenge: _____

3) Please tell us what you and your kids thought of the VERB YELLOWBALL program (likes, dislikes, etc.). _____

4) If your organization wins, how do you intend to use the grant money for your physical activity programs? _____

Optional: Judges will consider additional written feedback, photos, children and/or parent letters and other details about your VERB YELLOWBALL program experience if you choose to submit them, but these materials are not required for entry and will not be returned.

Plus, tell us where your organization passed play on (by mailing VERB YELLOWBALLS to another community-based youth organization) ***and we will reimburse you for the postage*** ($4 per ball sent; up to a total of $20).

Ball #1 sent to (organization name, city/state): _____

Ball #2 sent to (organization name, city/state): _____

Ball #3 sent to (organization name, city/state): _____

Ball #4 sent to (organization name, city/state): _____

Ball #5 sent to (organization name, city/state): _____

Mail form to:
Kaleidoscope Education Support Group
"YELLOWBALL Physical Education Grant"
710 Johnnie Dodds Blvd., Ste. 300
Mt. Pleasant, SC 29464-9956

VERB YELLOWBALL™

OFFICIAL RULES
Program: Twenty-five individual grants will be awarded to winning organizations chosen from among eligible community based organizations that enter the YELLOWBALL Physical Activity Grant Program. **Sponsor:** The YELLOWBALL Physical Activity Grant Program is sponsored by Kaleidoscope Marketing Group, LLC, d/b/a the Kaleidoscope Education Support Group, 710 Johnnie Dodds Blvd., Suite 300, Mt. Pleasant, SC 29464-9956. **Eligibility:** Only community based organizations whose enrollment includes 9-13 year olds who participate in the VERB YELLOWBALL™ Program are eligible to enter. Public and private primary and secondary schools are not eligible to enter the Physical Activity Grant Program. VERB YELLOWBALL is a free physical activity program that helps kids get physically active and inspires creative play. Organizations may contact the Sponsor or see www.cdc.gov/verb for more information about participating in the VERB YELLOWBALL Program. Because the YELLOWBALL Grant Program is being offered in conjunction with the initiative, applicants must use the VERB YELLOWBALL Program's materials in order to apply for the Grant Program. Additional applications and materials are available by contacting the Sponsor. Only one entry will be accepted from each eligible community based organization. In the event that more than one entry is received from the same school, Kaleidoscope Education Support Group reserves the sole and exclusive right to determine which entry will be considered. Employees of U.S. Department of Health and Human Services' (DHHS) Centers for Disease Control and Prevention (CDC), their parent entities, subsidiaries, affiliates, advertising and promotion agencies and their family/household members are not eligible. All federal, state, and local laws apply. **Entry:** To enter Kaleidoscope Education Support Group's YELLOWBALL Physical Education or Activity Grant Program, each organization must implement the VERB YELLOWBALL Program and submit results via this form or a legible reproduction. Questions 1 through 5 must be answered for the entry to be valid. Entries must be postmarked by 6/01/06 and received by 6/08/06 at: YELLOWBALL Physical Education or Activity Grant Program, c/o Kaleidoscope, 710 Johnnie Dodds Blvd., Ste 300, Mt. Pleasant, SC, 29464-9956. By entering the YELLOWBALL Physical Activity Grant Program, entrants agree that they have no right to bring (and covenant not to bring) any claim, action, or proceeding of any kind or nature whatsoever against the Sponsor, the U.S. Department of Health and Human Services' Centers For Disease Control and Prevention (CDC), Arc Worldwide, Inc., and/or any of their affiliated companies, parent, subsidiaries, affiliates, agents, employees, officers, directors, members or shareholders in connection with this Program. By entering the YELLOWBALL Physical Education or Activity Grant Program, entrants accept and agree to these rules and to the decisions of the judges, which shall be final. **Judging:** Judges will select the twenty-five winning organizations from all eligible entries received. Entries will be judged based on how the school intends to use the Grant (60%), creativity, originality and effort in implementing the program (40%). In the event of a tie, the judges will select the winning school based on a random drawing. **Grants:** Twenty-five organizations will be awarded a physical activity grant and receive a $500 check and five, deflated, 36" rubber yellow balls. The educational grant and rubber balls are intended for use in furthering the winning school's physical activity programs. The winning organizations will be notified by mail on or about 7/24/06. Prizes are non-transferable. Federal, state and local taxes are the sole responsibility of the winning organizations. Sponsor reserves the right to substitute prizes of equal or greater value. Prizes will be awarded in the names of the community based organization. Each winning organization will be required to sign a Winner's Agreement and Release form. The Winner's Agreement and Release form will be received by the winning organizations by mail on or about 7/24/06 and must be completed as indicated on the form and returned in the postage paid envelope provided, postmarked by 8/14/06 and received by 8/21/06, or via fax to 843-853-1444. In the event that a winning organization declines the activity grant and/or elects not to complete the Winner's Agreement and Release form or does not return the completed Winner's Agreement and Release form within the prescribed period, Kaleidoscope Education Support Group will select another winner from the remaining eligible entries based upon the Judging criteria and the original winner shall be deemed to have waived its status as winner. Kaleidoscope Education Support Group and CDC are not liable for Winner's Agreement and Release Forms and physical education and activity grants that are stolen, lost, or mutilated in transit to or from the Kaleidoscope Education Support Group. By submitting an entry, each winning organization agrees to allow media to enter their facility for publicity purposes. Additionally, the organization's name and/or photo of winning class, group may be used by the Kaleidoscope Education Support Group and the U.S. Department ofHealth and Human Services' Centers for Disease Control and Prevention (CDC) for advertising and/or related marketing purposes without compensation unless prohibited. The winning organizations will be responsible for obtaining individual student releases, if necessary, and will indemnify and hold harmless the Sponsor, CDC, and their affiliates, employees, agents, officers, directors, members and shareholders from any claims resulting from the failure to obtain such releases. All entries and materials (including photographs, negatives, etc.), will be owned by/property of the Kaleidoscope Education Support Group and will not be returned.

In support of VERB™ and the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC).
VERB is a trademark of the DHHS, CDC. © 2006 CDC. All rights reserved.

Kaleidoscope ® 2006