

# VERB THE LATEST WORD



This is the eighth installment in a series of VERB newsletters providing the latest and greatest on how the VERB campaign is getting kids off the couch and into life. Read on...

## VERBSCOOP

• VERB goes Pro! VERB introduces its latest exciting way to get kids moving – **ProVERB**. The goal of ProVERB is to inspire kids to become more physically active by partnering with well-known sporting goods suppliers and retailers, as well as professional sports leagues and athletes.

This groundbreaking partnership with private sector organizations helps bring to life the VERB message even more. In October, **Wilson Sporting Goods Co.** became a ProVERB partner by donating thousands of basketballs for the VERB Extra Hour For Extra Action promotion. Online, the **National Football League** has become a ProVERB partner by providing prizes, tips, quizzes and other information to kids on the VERBnow.com site. And in January, the **National Hockey League** becomes the next ProVERB partner.

• Debuting this January, **Cartoon**

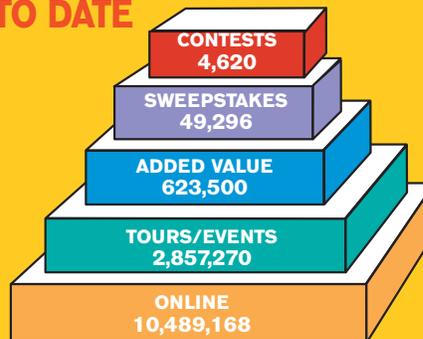


**Network** created another PSA for VERB to support

www.VERBnow.com. The spot features the popular Courage the Cowardly Dog engaged in fun activities as well as Courage recording these activities on the My VERB Recorder.

## VERBOMETER

**IMPACT TO DATE 14,023,854**



**VERB has touched over 14 million children and parents to date.**



• This December, **Nickelodeon** aired the custom-created VERB PSA featuring the outrageously wild cast of *U-PICK LIVE* engaged in a crazy game of volleyball. The PSA was on-air for three weeks over the holiday break.

• The second “VERB Movie Night” on **The Disney Channel** is scheduled to air Monday, January 26<sup>th</sup> at 8pm. The featured movie, *Brink!*, is a perfect fit for VERB – it’s full of hot inline skating action scenes.



## VERBOUTREACH

• **Miami:** The first-ever Community Forum took place in Miami last month. Hispanic/Latino parents came together to meet with several bilingual experts to discuss barriers to physical activity and how to access community resources. About 100 parents participated in an open discussion where they had the opportunity to ask questions and collect information from community-based organizations (CBOs) and other agencies that offer physical activity programs for children throughout Miami.

• **Los Angeles:** The Asian American and African American markets are hosting a VERB Partner Summit in Los Angeles on January 16<sup>th</sup> at the LA Airport Marriott. Local community organizations, media, as well as community influencers and political figures that are proud supporters of VERB will be attending and learning about the progress of the campaign. VERB will be recognizing their dedicated support by presenting them with plaques. During the Summit, VERB will also launch two new programs called “VERB Appreciation Day” and “VERB Action Rewards.” The two programs will be new initiatives to get our community more involved and more tweens active!

## VERB CONNECTIONS

• Publicity for VERB is skyrocketing with more than 675 million print and online impressions to date and a household reach of more than 22 million. Since the start of the campaign, there have been nearly 1,500 print and online placements and more than 220 broadcast placements.

• **Extra Hour For Extra Action** generated extra media results for VERB! To date, the promotion garnered more than 30 million publicity impressions, including more than 27.5 million print impressions and 2.9 million broadcast impressions. There were 80 television placements, including coverage in six of the top 16 media markets. The number

of impressions gained from VERB Extra Hour For Extra Action PR efforts is more than the number of people living in the ten most populated cities in the United States combined (24.5 million)!

• November garnered more than **18 million publicity impressions**. Key placements included *Scholastic News* (Circ.: 3.5 million), *Consumer Reports Online* (Impressions: 1 million) and the *Chicago Sun-Times* (Circ.: 481,798).

• To help spread the word about the importance of getting kids active, the Hispanic/Latino team conducted a 3-day media tour in Miami. More than 25 hits were generated as a result of the conversations with reporters and editors from several print, radio, TV and online outlets including *Agencia EFE*, *El Miami Herald*, *Radio Unica* and

*Univision.com*. The number of print impressions was 1,034,304 and total broadcast time was more than 1-1/2 hours!

• A one-hour show on the importance of getting kids physically active ran on one of **Univision’s** Houston affiliates, KLAT, in mid-January. Several guests from the Houston community, including staff and board members from the YMCA of Greater Houston and the Houston Girl Scouts, joined host Martha Pruneda. Mayor Pro-Tem, Carol Alvarado, and former **Houston Astros** player and current Astros coach, Jose Cheo Cruz, also participated. Cumulative reach was more than 18,000 Houston Hispanic listeners, aged 25–54.

## VERB ON THE MOVE

• VERB's trip to the Big Apple was an all-around hit! The VERB team went to New York this past November to meet with influential parent and tween publications and give an update on the campaign. The VERB team met with 17 editors at 13 publications, including several top national tween and parent magazines, and also had successful meetings with a top local newspaper and wire service! Highlights from the tour include meetings with *Time*, *Family Circle* and *YM*. The team also met with the *Associated Press*, the world's largest newsgathering organization. Another highlight was meeting and working with the kid reporters from *Newsday*. The children were extremely interested in learning about the campaign.

• VERB joined today's hottest rock stars at the Jingle Ball concert in New York and Los Angeles this past December. Entry forms for the VERB "Move It to Groove It!"



contest were distributed at the YM booth at the pre-concert bash. VERB also had contest signage at the YM booth. The pre-concert event included live performances by up-and-coming artists, meet-and-greets with the artists, ticket giveaways and much more!

• The Extra Hour For Extra Action promotion was in market from September 15<sup>th</sup> through November 23<sup>rd</sup>. Information about the

promotion was communicated via print, radio, TV, PR, media partner Web sites, the VERBnow.com Web site, in schools and community based organizations and through local events at schools and in the community. The objective of the promotion was not only to get kids active, but also to maximize tween registrations on the newly created My VERB Recorder – the VERB online tracking and reward system. Total combined tween impressions during the promotion were 101,734,000 and first time registrations at My VERB Recorder skyrocketed to 35,000 during the promotional period. Numbers remain maximized today and tweens returning to the site have increased as well.

## FAST FORWARD

VERB got tweens dancing with the VERB "Move It to Groove It!" contest in YM.



The contest featured three famed choreographers and their signature moves and was promoted via a series of in-magazine advertorials and an online interactive minisite on YM.com. Contestants competed for the chance to win a video dance party at his/her school. Two winners will be announced late January and the parties will be thrown this March!

Stay tuned for the next Nickelodeon custom-created VERB PSA airing this February. The PSA will feature the tap dancing skills of Lisa from Nickelodeon's sketch-comedy series *All That*.



**"Hundreds of kids in Chicago dribbled their way into the record books...the activity gave kids a way to get active."**

(KWWL, Cedar Rapids, IA)

## VERBCHATTER

In an effort to get active, kids nationwide attempted to break the Guinness World Record for most people dribbling basketballs! The attempt captured media interest across the country:

**"The CDC's VERB campaign encourages children to be physically active by using the hour gained with daylight saving time as an 'Extra Hour for Extra Action.'"**

(Progress, Clearfield, PA)

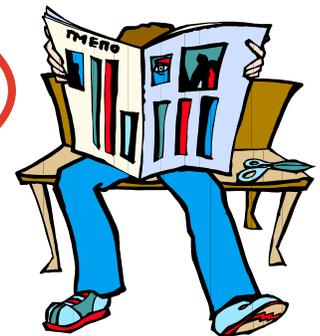
**"The record was actually part of a fitness program to keep kids active..."**

(KGW, Portland, OR)

**"They bounced basketballs for five minutes... it was a great way to encourage kids to get in shape."** (WYNT, Albany, NY)

**"To mark the National VERB Extra Hour for Extra Action Day, event participants will attempt to break the Guinness World Record for the most people dribbling basketballs!"**

(Metro Herald, Alexandria, VA)



**"That's why VERB...wants tweens to bounce down to Navy Pier...and help set a world record for basketball dribbling!"**

(Chicago Tribune, Chicago, IL)

**"But 500 kids dribbled...and nobody lost handle of the ball. The demonstration was also meant to encourage kids to be more active..."**

(WVTM, Birmingham, AL)