



Dear Educator,

What happens when basketball is crossed with other sports and activities? VERB™ Crossover, that's what! Your students will invent and play amazing new games, and have fun getting active. The VERB Crossover promotional program is designed to capitalize on your students' interest in basketball and is timed to generate excitement. Spring means college basketball playoffs and professional hoops. Inspired by the pros, your students will combine basketball with other sports and activities as they play their part in this national program.

Your students are among 2 million across the country participating in the VERB Crossover promotional program. Our goal is to reach 10 million hours of physical activity.

Created by the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC), the VERB campaign motivates kids to get active. This kit provides loads of information including VERB Crossover game ideas that students can use in and out of school.

You'll help your students develop healthy habits and even get in on the fun yourself. The VERB Crossover kit provides everything you'll need to implement this exciting promotional program. Please preview the enclosed Action Pack. In it, you'll find all the tools necessary to inspire your class, from fun game ideas to kick-off assembly tips and reproducible newsletter items.

And, once the program is over, fill out eight short questions and send in the Grant Application form on the back cover of the Action Pack to be considered for one of 20 \$1,000 grants to benefit your school's physical education program. There's also a chance for your School District to be awarded a \$5,000 grant, based on overall student participation and total hours of activity.

Need help? The Kaleidoscope Education Support Group provides a hotline to answer questions Monday through Friday between 8:00 a.m. and 5:00 p.m. EST. Feel free to customize the Crossover program to meet the needs of the students at your school, and to call us for support at 800-331-9218.

VERB Crossover. Part basketball. Part anything. It's your shot.

Sincerely,

A handwritten signature in blue ink that reads "Faye Wong".

Faye Wong
Director, VERB Campaign

