



Dear Parent,

Regular physical activity is essential for a lifetime of good health. To inspire kids to have fun establishing good activity habits, your child's organization will be participating in the VERB™ Anytime Doubletime promotional program.

VERB is a campaign designed by the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC) to increase and maintain physical activity among kids (aged 9–13). VERB Anytime Doubletime is one in a series of VERB promotional programs designed to inspire kids to have fun getting and staying active.

An active lifestyle is a reward in itself. It improves overall fitness, helps enhance self-image and can build self-confidence. But VERB offers even more. Kids will engage in VERB Anytime Doubletime activities that they create as well as those provided by their instructors. Every participating child will be recognized and rewarded — just for having a great time getting active. Your child can join nearly 500,000 children participating through community – based organizations nationwide as we strive to reach a goal of more than 5,000,000 hours of incremental activity.

THE VERB ANYTIME DOUBLETIME PROMOTIONAL PROGRAM IS DESIGNED TO SUPPLEMENT THE ORGANIZATION'S CORE PHYSICAL ACTIVITY PROGRAMS, ENCOURAGING KIDS TO GET ACTIVE ANYTIME AND ANYWHERE. TO MEET THEIR GOALS, THE ORGANIZATION AND YOUR CHILD NEED HELP FROM YOU.

HERE'S WHAT YOU CAN DO:

- Talk with your child about his or her current physical activities, suggest new ones your child might like and try one of them with him or her.
- Support your child's efforts by driving him or her to events, by organizing those events, or by volunteering to be a coach.
- Make an effort to more frequently take the stairs, ride a bike, or walk to destinations with your child.
- Visit VERBparents.com to learn how you can make physical activity a part of your family's daily routine.
- Create an activity that combines your child's favorite sports or games and give it a try. Let your child make up the rules. For example, hot potato + volleyball = HotVolley.

Your child's organization recognizes the role regular physical activity plays in the health, welfare, and development of its children. Please join us in encouraging your child to have fun getting and staying active.

Thank you,

A handwritten signature in blue ink that reads "Faye Wong". The signature is fluid and cursive, with the first name "Faye" and last name "Wong" clearly distinguishable.

Faye Wong
Director, VERB Campaign

