



Coaches Across Continents Presents

Global Day of Play and #PledgetoPlayEveryDay

The Global Day of Play is founded by Coaches Across Continents to celebrate the positive impacts of play, and highlight the decline of dedicated play time in communities across the globe.

The following pages include brief history of CAC and background information on the Global Day of Play.



To learn more about GDOP contact saraswati@coachesacrosscontinents.org



Brief history of Coaches Across Continents



Founded in 2008, Coaches Across Continents (CAC) is a global alliance of active citizens, communities, corporations, foundations, and philanthropists on six continents that use our unique Purposeful Play and Education Outside the Classroom programs to impact the UN Sustainable Development Goals.

Over the years CAC have empowered 1000+ organizations, 74000+ Coaches, and impacted over 63 million Young people in 133 countries.

Our #PledgeToPlayEveryDay movement encourages organisations to make play part of the lives of young people. Global Day of Play is a celebration on **27th of August** every year.



What is The Global Day of Play?

The Global Day of Play was founded by Coaches Across Continents to celebrate the positive impacts of play, and highlight the decline of dedicated play time in communities across the globe.

The objectives are:



1. to raise awareness about the **benefits of play** to **everyone**
2. to create time and space for **people to play**
3. **#PledgetoPlayEveryday**

Our vision is to raise awareness of the benefits of Play, and to have a world where play is seen as an **essential component** of day-to-day life, regardless of age, gender or culture.



Why #PledgetoPlayEveryday?

The concept of Play is seen as a key component of a healthy lifestyle, including [physical](#) and [mental well-being](#), [stress relief](#), and [socialization](#). CAC founded the Global Day of Play as an international celebration to commit to integrating Play into our daily lives.



From our Partners



"Play is vital in the process of **cognitive**, **emotional** and **physical** development and can be an engaging form of **learning**!" - Football Club Social Alliance



How it works:



Celebration/Awareness Raising



Global Day of Play is a celebration of the benefits of play to everyone. Annually on August 27th communities worldwide engage in 60+mins of activity together.

Play Everyday

Activism/Creating a Culture



#Pledge to Play Everyday is a global movement to encourage more people to participate in play, everyday. In 2022, over 2.1 million people signed the pledge.



Benefits of Play

Benefits of Play

The **PLAYGROUND** is not just about playing. It's also about making **FRIENDS**, having **FUN**, working **TOGETHER**, celebrating **ACHIEVEMENT** and creating lasting **MEMORIES**.



Play is address by the UN SDGs inTargets 3.4, 10.3 and 10.4 as well as in Article 31 of the UN Convention on the Rights of the Child.





Impact Levels

Since 2021, Coaches Across Continents celebrated our **Global Day of Play** with organizations, coaches in 130+ countries that impacted **5+ million people** who took the **#PledgetoPlayEveryDay**.

130+ Countries

Countries

- Provide **toolkit** and **M&E** for inclusively-driven activities
- Create **social media** marketing **strategy**
- Deliver online **training** to organizations and coaches

600+ Supporting Organization

Organizational Responsibilities

- Social Media **promotion** of their actions
- M&E to Coaches Across Continents
- One **lead** per each organization

30,000+ Coaches Delivering

Coach Responsibilities

- Attend online training webinar
- Provide **safe space** for inclusively-driven activities August 27th
- Report to their organizational lead

1.5+ million People Impacted

Direct Impact

- 1.5+ million engage on August 27th
- 6+ million become aware of Global Day of Play (x4 multiplier)
- Everyone takes the **#PledgetoPlayEveryDay**
- Habitual behavioral change through Play Everyday



How to Get Involved

This year we are asking organisations around the world to:

01

Awareness

Raise awareness on the **benefits** of play for not only **young people**, but **adults** too!

02

Play

Provide **60+ mins** of participant driven, free, inclusive play-time to your community.

03

Share

Tag @ [coachesacrosscontinents](#) on social media and use [#PledgeToPlayEveryday](#) in posts and stories

04

Pledge

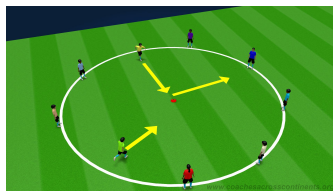
Click here and take a [long-term commitment](#) to support communities with play opportunities daily



Games to Play



CAC have designed curriculum on **#PledgeToPlayEveryday**, with 5-15 minutes quick games



Circle of Friends

New way of making **friends**, knowing each other, learning to use **voice** in a game and reflecting in the **life**.

15 Minutes



Leadership Lines

Warm Up game for all participants to practice individual **creativity**, **confidence** and **leadership** skills.

15 Minutes



Make Your Game

Game for small groups to practice **collaboration**, **imagination**, **explanation** and **communication** in creating their own games.

15 Minutes

To learn more about curriculum contact saraswati@coachesacrosscontinents.org



THANK YOU

We want to encourage the ever-growing CAC family, to help celebrate the positive impacts of Play and encourage everyone to make Play a regular part of their lives.



“It is a happy talent to know how to Play” -
Ralph Waldo Emerson

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