



August 15, 2022

For Immediate Release

CAC's 2nd Annual Global Day of Play to be Celebrated on Saturday, August 27th

Coaches Across Continents, along with partner the Generation Amazing Foundation, is proud to announce that the 2nd annual Global Day of Play celebration activities will occur worldwide on Saturday, August 27th. We have created a toolkit, translated into six languages and available below, so that organizations across the world may have an opportunity to participate on this historic day. We encourage everyone to take the #PledgetoPlayEveryday as they celebrate on August 27th.

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

#PledgetoPlayEveryday: The concept of Play is seen as a key component of a healthy lifestyle, including and mental wellbeing, stress relief, and socialization. It has positive financial, educational, health, and psychosocial impacts on individuals, communities, and countries. Play is address by the UN SDGs in targets 3.4, 10.3 and 10.4 as well as in Article 31 of the UN Convention on the Rights of the Child.

"It's fair to say that Play, in all forms, has never been more important"
- The Aspen Institute

Our toolkit, available in English, Arabic, French, Hindi, Spanish, and Portuguese, provides a guideline on how to create 60+ minutes of free play on the day, social media templates and graphics, and suggested participant-driven activities co-created by Coaches Across Continents and the Generation Amazing Foundation that you may choose to implement. The most important thing, is to find the time to Play Everyday.

Click for Toolkit in: [English](#), [Arabic](#), [Español](#), [Français](#), [Hindi](#), and [Português](#).

In 2021, our Inaugural Global Day of Play was celebrated by organizations and coaches in 130+ countries that impacted 1,500,000+ people impacted who took the #PledgetoPlayEveryday. This year we already have commitments from organizations on all six continents and are looking for even greater awareness, participation, and impact.

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

For more information about the Global Day of Play, please contact CAC at: instruct@coachesacrosscontinents.org.

[Purposeful Play: Creating Education Outside the Classroom](#)