

THE BOYS & GIRLS CLUB OF LAGUNA BEACH
PARTNERS WITH NICKELODEON
TO CELEBRATE NETWORK'S 8th ANNUAL WORLDWIDE DAY OF
PLAY

LAGUNA BEACH- SEPT 26, 2011- THE BOYS & GIRLS CLUB OF LAGUNA BEACH partnered with Nickelodeon to celebrate the network's 8th annual Worldwide Day of Play (WWDOP) on Friday, September 26, with an event that got kids "up and moving!" To commemorate Worldwide Day of Play on September 24, Nickelodeon's networks and websites went dark from 12 p.m. to 3 p.m. (ET/PT) as a signal to kids and families to get up and get active.

On Friday, September 26, The Boys & Girls Club of Laguna Beach hosted a Worldwide Day of Play event called "Club Olympics". Members participated in various physical activities such as, Health Trivia, Jump Rope-a-thon, Dribble challenge, Most sit ups, 50 yard dash, Mini marathon (5 laps older kids, 3 middle kids, 1 younger kids), Obstacle course, Long jump, Hula hoop challenge, and a Dance off!

Kids in every state across the U.S. and in 12 countries worldwide participated in Nickelodeon's Worldwide Day of Play at the more than 4,000 local events throughout the year. Launched in 2002, WWDOP is part of Nickelodeon's *The Big Help* health and wellness efforts, which include grants programs, public service announcements, websites, games and more. *The Big Help* campaign is a kid-led movement for positive change that focuses on four key issues: the environment, education, health and wellness and community service. For more information about Nickelodeon's WWDOP, visit <http://www.nick.com/thebighelp/road-to-wwdop.html>.

The Boys & Girls Club of Laguna Beach has been serving the families in our community for nearly 60 years with an array of youth development programs. The Club's formula for impacting young people is to provide age-appropriate programs that help young people gain academic success, good character and citizenship, and build healthy lifestyles. For more information about the Boys & Girls Club of Laguna Beach please call (949)494-2535.

###