

The Power of Play

connect ♦ explore ♦ learn



May 2018

Dear friend,

On June 23, 2018 the Parent Resource Centre will be holding a large family event (150 – 200 families) called The Power of Play. It will be held in Strathcona Park, Sandy Hill.

The Parent Resource Centre is looking to create dynamic and rewarding partnerships with local businesses who support children and families. Your participation will ensure that our event will be a fun-filled memory for Ottawa families.

The Power of Play will run from 9 am to 3 pm and consist of 3 StoryWalks® with themed play areas, sports activities (ball pit, soccer), large games (Jenga, Twister), a selfie station, and Little Picassos' art studio. With the Power of Play, the PRC is looking to highlight the importance of play as a means to connect, explore and learn... involving the whole family. In October 2018, we will also be hosting a more formal learning event for professionals – exploring the importance of play with a different audience.

A variety of opportunities to participate in our events exist at many price points. Both sponsorship and gifts-in-kind would be very helpful – and we have structured our event to be flexible for our partners and sponsors to meet their unique needs.

I have included information regarding our June event – and I look forward to discussing how we might be able to support Ottawa children with their most important work – PLAY.

Thank you for your kind consideration, and any time or support you are able to offer.

K

Kimberley Hogan

Community Engagement Officer

A children's charity, the Parent Resource Centre (PRC) is a leader in family support programs and comprehensive training for professionals. With a focus on child development, parent support, training and research, the PRC aims to have a lasting impact on the well-being of children and their parents. By using best-practices, we offer a holistic approach to support children, parents and caregivers, as well as front-line service providers who work with and nurture our children.

We invite you to get to know us better at www.parentresource.ca.

PARENT
RESOURCE
CENTRE



CENTRE
DE RESSOURCES
POUR PARENTS

The Power of Play

connect ♦ explore ♦ learn



The Power of Play

CONNECT ♦ EXPLORE ♦ LEARN

On Saturday June 23, 2018 The Parent Resource Centre will be celebrating the “Power of Play” at Strathcona Park in Sandy Hill. This will be the first event of two* in which we highlight the importance of play for families and professionals.

In June, families from all over Ottawa are invited to come and enjoy three exciting StoryWalks® with themed activity areas, Little Picassos’ Art Studio, a Game Zone, Selfie Station, snacks, entertainment and much more.

Unstructured family playtime is an essential building block of childhood. PRC is thrilled to provide an opportunity to bring families together to connect, explore and learn.

The PRC is reaching out to all our families and those of our partners and colleagues to engage as many families as possible in this play opportunity – and share the benefits of spending time together.

There are many opportunities for our partners to show their support and introduce their brand and services to our families while ensuring our first annual event is a success. We are hoping to attract between 150 to 200 families in 2018, and are planning our event accordingly.

Here are some of the opportunities that exist to support Power of Play and become involved in this great family experience:

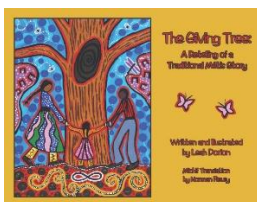
Title Sponsor

Show your support of Ottawa families by becoming our Power of Play Champion. Your organization will have the opportunity to volunteer as a team on the day of the event, and be recognized as an exclusive sponsor to support play and families in Ottawa. Talk to us today about how we can collaborate to make June 23rd a special day for participating families.

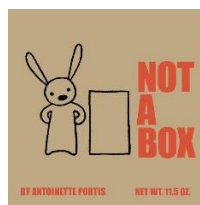
StoryWalk® Sponsors

Our Power of Play event will be built around three StoryWalks® that will be presented in English, French and Métis. Each story has a theme and message and will be followed up by an activity area connected to the stories that will allow imaginative play to encourage discussions, make predications and enhance their learning.

Our StoryWalk® Sponsors will be able to provide volunteers to guide families through the story and brand their sponsored story with their logo.



The Giving Tree



Not a Box



A Peacock among pigeons

Volunteer Sponsor

Our event will be possible because of the hard work of our staff and our fabulous volunteers. Volunteers will be helping our families all along the way – as they participate in StoryWalks®, paint, play, snack and play some more! By supporting our volunteers, you will be supporting our families and making sure they have an unforgettable time.

Little Picassos' In the Park

By supporting our Little Picassos' Art Studio in the Park, our partner here will also be able to work with this program until the end of the year (3 additional paint events) supporting children and their parents as they get together to spend quality time together, create masterpieces and make memories.

Game Zone & Ball Pit Sponsor

Can you imagine an outdoor city pool containing balls of all sizes and colours? Soccer games? Parachute fun... bubbles and musical instruments you can play as loud as you want? All of these activities will be part of our Game Zone – where imagination is the name of the game!

Signage Sponsor

Want to be seen? Our signage sponsor will be helping families navigate Strathcona Park for our event via directional signage, by being on our event map, and highlighted on the back of our StoryWalk® signage for each story.

Snack Sponsor

A busy day in the park is not complete without a special snack to make sure everybody has a little downtime and the energy to keep playing! Your support will help to provide watermelon, fruit and bottled water for our busy bodies... there will be lots of thankful parents and children!

Family Play Bag Sponsor

Keep families busy this summer and beyond by helping provide Family Play bags for our Toy Library (gets repeated use) and as draw prizes at the event. Three bag options exist to make family time together more exciting than ever before!

- Beach Bag –toys and activities to make the perfect day at the beach
- Park Bag –toys, activities that are perfect for an afternoon at the park
- Game Bag – games and activities that can be played in the home or on the go with family and friends

*Power of Play Part II

On October 4, 2018, the PRC will be hosting its' second Power of Play event for Professional Development. This one-day professional development opportunity will be open to 250 professionals in the Ottawa area. Our guest speaker will be play expert Vince Gowman, a popular expert in the field of play. Reach out quickly to get your choice of opportunities!

“Scientists have recently determined
that it takes approximately
400 repetitions to create a new
synapse in the brain –
unless it is done with play,
in which case, it takes between 10
and 20 repetitions!”

-Dr. Karyn Purvis



Let's discuss how we can work together to make play a priority:

Kimberley Hogan

Community Engagement Officer

(613) 565-2467 x 238 or email khogan@parentresource.ca

What is a *StoryWalk*® ?

A *StoryWalk*® is an opportunity for children and families to experience reading a book while walking through a chosen area such as a park, trail or neighborhood.

StoryWalks® promote literacy, outdoor physical activity, and encourage parent and community involvement.

Along with a parent, caregiver or educator, children follow a path from one laminated poster board to the next, each containing one page of a children's picture book. Some *StoryWalks*® include collecting items along the way, or a snack or activity related to the story. At the Parent Resource Centre, for special events, we like to add activity areas at the end of each *StoryWalk*® to further engage children by using ideas directly from the books to influence free play.



The stories may have a common theme such as the season or location where the walk takes place - encouraging children to make connections between the text and the world around them. The boards tell a story and provide prompts for adults to guide discussions with open questions. This will make it easier for children to engage in discussions, make predications and enhance their learning.

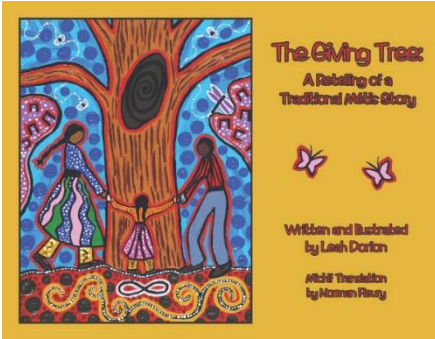


The [Parent Resource Centre](http://www.parentresource.ca) has a collection of books available for community partners to borrow, free of charge. For more information on book titles and availability, contact an Early Literacy Specialist at the Parent Resource Centre at

(613) 565-2467 or www.parentresource.ca.

StoryWalk® Options

The Giving Tree



Author/Illustrator: [Leah Marie Dorion](#) Translator: [Norman Fleury](#)

This charming story, richly steeped in Métis culture, focuses on the boyhood reminisces of Moushoom as he describes finding the “great giving tree” with his mother and father. This vibrantly illustrated children’s book is a beautiful retelling of a traditional Métis story. Both Leah Marie Dorion and the Gabriel Dumont Institute are very pleased to share this story with the Métis and larger communities

since it emphasizes Métis core values and beliefs including strength, kindness, courage, tolerance, honesty, respect, love, sharing, caring, balance, patience, and most of all, the important connection with the Creator and Mother Earth.

A Peacock among Pigeons

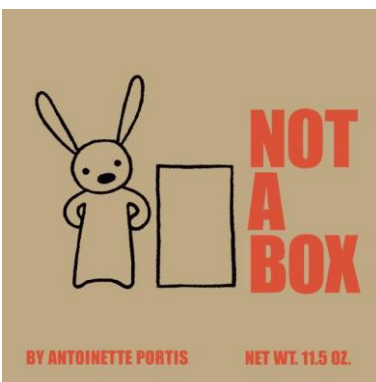


by [Tyler Curry](#) (Author), [Clarione Gutierrez](#) (Illustrator)

A Peacock Among Pigeons is an LGBT-themed children's book that tells the tale of learning how to stand out when you can't fit in. This children's story teaches the importance of celebrating our differences and learning to love the feathers you live in.

Peter the peacock doesn't know how it happened, but he found himself growing up in a flock of pigeons. Surrounded by a world of grey, he found himself feeling less than his peers and was embarrassed by his feathers. After he fails to blend in, he decides that it's time to learn to fly on his own. Along the way, he meets new bird friends from all different flocks that teach him a lesson he will never forget.

Not a Box



by [Antoinette Portis](#) illustrated by [Antoinette Portis](#)

A box is just a box...unless it's not a box. From mountain to rocket ship, a small rabbit shows that a box will go as far as the imagination allows. Inspired by a memory of sitting in a box on her driveway with her sister, Antoinette Portis captures the thrill when **pretend** feels so real that it actually becomes **real**—when the imagination takes over inside a cardboard box, and through play, a child is transported to a world where anything is possible.