



play 4 life

Free visits for South Wales Schools at Ezeeplay as part of the Play4Life Schools Challenge

Newport indoor play specialists, Ezeeplay is backing the government's Change4Life campaign and will be providing free visits to local South Wales schools and children's groups in September as one of a hundred play centres nationwide taking part in the Play4Life Schools Challenge.

Backed by the Play Providers Association (PPA) the group representing high quality indoor play centre operators, the Play4Life Schools challenge aims to give children the chance to start their school year in a healthy and active way with a trip to either of Ezeeplays fantastic indoor play centres. As well as measuring the distance, they cover and number of calories they use whilst playing on the fantastic play structures at Ezeeplay, classes will learn about the importance of healthy eating with fun activities run during their visit. The PPA calls the benefit of indoor play "exercise in disguise" as children are too busy having fun to realise the high levels of exercise they are also undertaking.

Ezeeplay is delighted to be supporting Change4Life, which is encouraging families to Eat Well, Move More and Live Longer. Speaking about the campaign Tracey Bancroft & Kath Hubbard owners of Ezeeplay commented, "We are delighted to be sporting Change4Life with this great challenge for local schools and groups. This continues our commitment to supporting initiatives that encourage our children in South Wales to get active – our partnership with the Going for Gold Programme in Newport has promoted the benefits of Active Play to children and families in the local area by offering FREE return visits and discounted memberships. Did you know an average trip to an indoor play centre provides children with twice the recommended 60 active minutes of exercise a day and importantly under this 'challenge' will also have the opportunity to gain more information about how to lead a healthy lifestyle with loads of fun games and activities taking place as part of the campaign"

The Play4Life schools challenge will run between the 15th-30th September and during this time Ezeeplay will be offering FREE school visits. When each class arrives at Ezeeplay, they will each be given a pedometer, which will measure their activity levels during the visit with a national online leader board reporting the best individual and class scores. Thanks to support from Fruitshoot My5 and Californian Raisins there will be prizes on offer nationally for the winning individuals, classes and school as well as lots of other competitions and giveaways.

Schools interested in registering for the Play4Life Schools challenge can either contact Ezeeplay directly on 01633 894488 or email info@ezeeplay.com. You can also complete the registration form on the Play4Life Schools Challenge website www.play4lifeschoolschallenge.co.uk. There are lots of resources and hints on leading a healthy lifestyle and information on the benefits of play on the website. (the Play4Life Schools Challenge is also open to Out of School clubs, Holidays clubs, Brownies, Guides and Scout Associations, Nurseries and groups that care for or support children between the ages of 3 and 12 years of age)

The Play Providers Association (PPA) and Ezeeplay is part of the Change4Life movement. In order to maintain a healthy weight, we need to both eat well and move more. Many families are making changes that will help them live healthier and longer. Visit www.nhs.uk/Change4Life.com or call 0300 123 3434 for more information.

Notes to the Editor

Free school/group visits are subject to availability- please book early to ensure your schools/groups place.

Dyffryn School Newport - experiences a taster session in June.





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