



KIDS' ATHLETICS DAY
07 MAY 2022

KIDS' ATHLETICS DAY TOOLKIT

KIDS-ATHLETICS.ORG

KIDS' ATHLETICS DAY

7 MAY, 2022

7 May is Kids' Athletics Day, an annual celebration of kids participating in athletics! The aim of the day is to get children and young people moving and excited about athletics. It's about using the power of athletics to inspire children and young people, wherever they are, to be more active, develop their skills and confidence, and to connect with sport and physical activity for life.

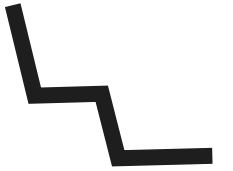
We are encouraging Member Federations, clubs, schools, coaches and volunteers to join us and celebrate this day across the world and we also want to take this opportunity to introduce the new World Athletics Kids' Athletics programme resources and encourage groups to use these to create a fun event.

Kids' Athletics has the power to get the world moving and we believe every child is born to move, to play, to explore.

So, we encourage you to share your celebration with us, no matter what you do, and post your pictures of your version of Kids' Athletics on social media using the hashtag **#KidsAthleticsDay**.



HOW TO CELEBRATE KIDS' ATHLETICS DAY



There are a range of ways you can use the new Kids' Athletics resources to create a fun event or session to celebrate Kids' Athletics Day. We've outlined 6 suggestions to get you started and ways for you to bring them to life. Individual celebration ideas are also welcomed.

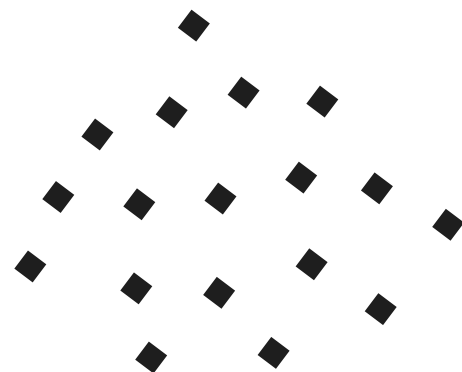
Feel free to explore the activities and resources available with this toolkit - note many of these are also available on the [Kids' Athletics website](#). Get creative and use the ideas in a way that meets the needs of your group. The aim is to create a fun and engaging experience for all children and young people.

If you have any questions please contact us:
kidsathletics@worldathletics.org

In this Toolkit you will find the following:

- 6 celebration ideas to bring Kids' Athletics Day to life
- Creative assets that build awareness of your celebration (poster template, digital assets, T-shirt design & photo cut out)
- A suggested social media post so that you can share your celebratory pictures and information about your involvement in Kids' Athletics Day

There is also a press release enclosed with this toolkit for your use after embargo (after 27 April).



BRINGING KIDS' ATHLETICS DAY TO LIFE

1. FIRST MOVES

First Moves is a fun, team building event where children and young people can take part in a series of challenges to earn pieces of a jigsaw puzzle. These represent aspects of Kids' Athletics. The challenges are based on the Level 1 & 2 Fundamental Movement activities available on the website.

Use the First Moves guides provided to introduce the Kids' Athletics programme to children and young people. There are two guides with activities to suit a wide range of abilities and interests.

Level 1: 4-7 year olds

Level 2: 8-11 year olds



BRINGING KIDS' ATHLETICS DAY TO LIFE

2. KIDS' ATHLETICS PASSPORT

Why not take children and young people on a trip around the globe with traditional athletics activities from six areas of the world using the passport?

How to set it up:

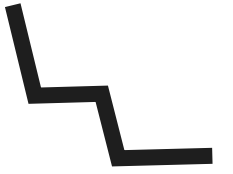
Set up the six regional games. Cards to guide you are available with this toolkit:

- Kungirruna
- Tiaosheng
- Okubuuka
- Kykkaa
- Rayuela
- Shepherd and sheep

Split the group into six teams. Print and give out the enclosed passports for children and young people to check off the activities as they go.



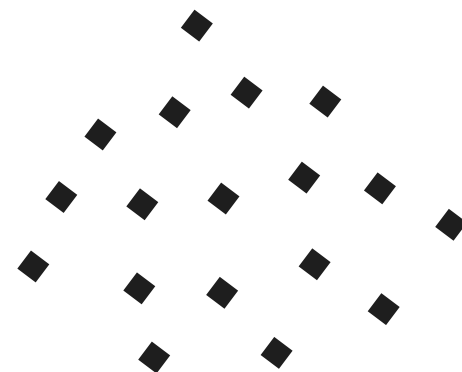
BRINGING KIDS' ATHLETICS DAY TO LIFE



3. CREATE A KIDS' ATHLETICS 'HAVE A GO' CIRCUIT

Pick between 6 and 10 activities from the activity cards available on the ['Teaching athletics'](#) section of the Kids' Athletics website and set up the activities in a rotational circuit.

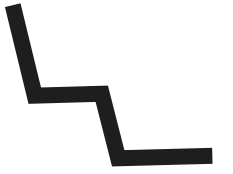
Don't forget to think about children's ages, the space and kit you have and numbers taking part. Try to pick a combination of Run, Jump and Throw activities for variety.



Set the activities up as a rotational circuit.

- Allocate 8-10 minutes per activity.
- Split the group into the number of stations you have in the circuit.
- Teams move in a clockwise direction around each activity until they complete all activities.
- Up to 20 participants per group dependent on the amount of space and equipment you have. (For example, if you have large groups, make sure you allocate enough equipment so that children and young people don't have to wait a long time for a turn.)
- Remember to maximise participation by thinking about your use of space, task, equipment and people to include, engage, support and challenge.

BRINGING KIDS' ATHLETICS DAY TO LIFE



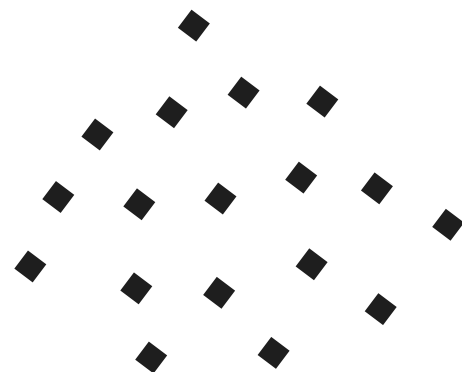
4. SET UP A CROSS COUNTRY OR FUN RUN

Set up a Cross Country or Fun Run course for children and young people to participate in.

Why not try:

- Allowing children and young people to design the course and its length
- Adding fun obstacles and using different terrains
- Setting the group off in waves to avoid focusing on winners and losers

Make sure the distance is relevant (and achievable) for the ages of the children and young people.



Guidelines:

- 4-7 year olds: 500 – 1000m
- 8-11 year olds: 1000 – 1500m
- 12- 14 year olds: 1500 – 2500m

Use the cards provided with this toolkit as an example or starting point.

- 2.5km XC
- Endurance Run Over Obstacles
- The Grand National
- Endurance Race

BRINGING KIDS' ATHLETICS DAY TO LIFE

5. TAKE PART IN THE KIDS' ATHLETICS MASCOT COMPETITION

The new Kids' Athletics programme needs a fun mascot! We are inviting children and young people around the world to use their creativity and help design our Kids' Athletics mascot to show the world that we are all born to move. The competition asks entrants to create a design and name for a mascot; the perfect opportunity to add a 'Design a Mascot' station to your Kids' Athletics Day event activation.

Find out more on the Kids' Athletics website from 27 April.

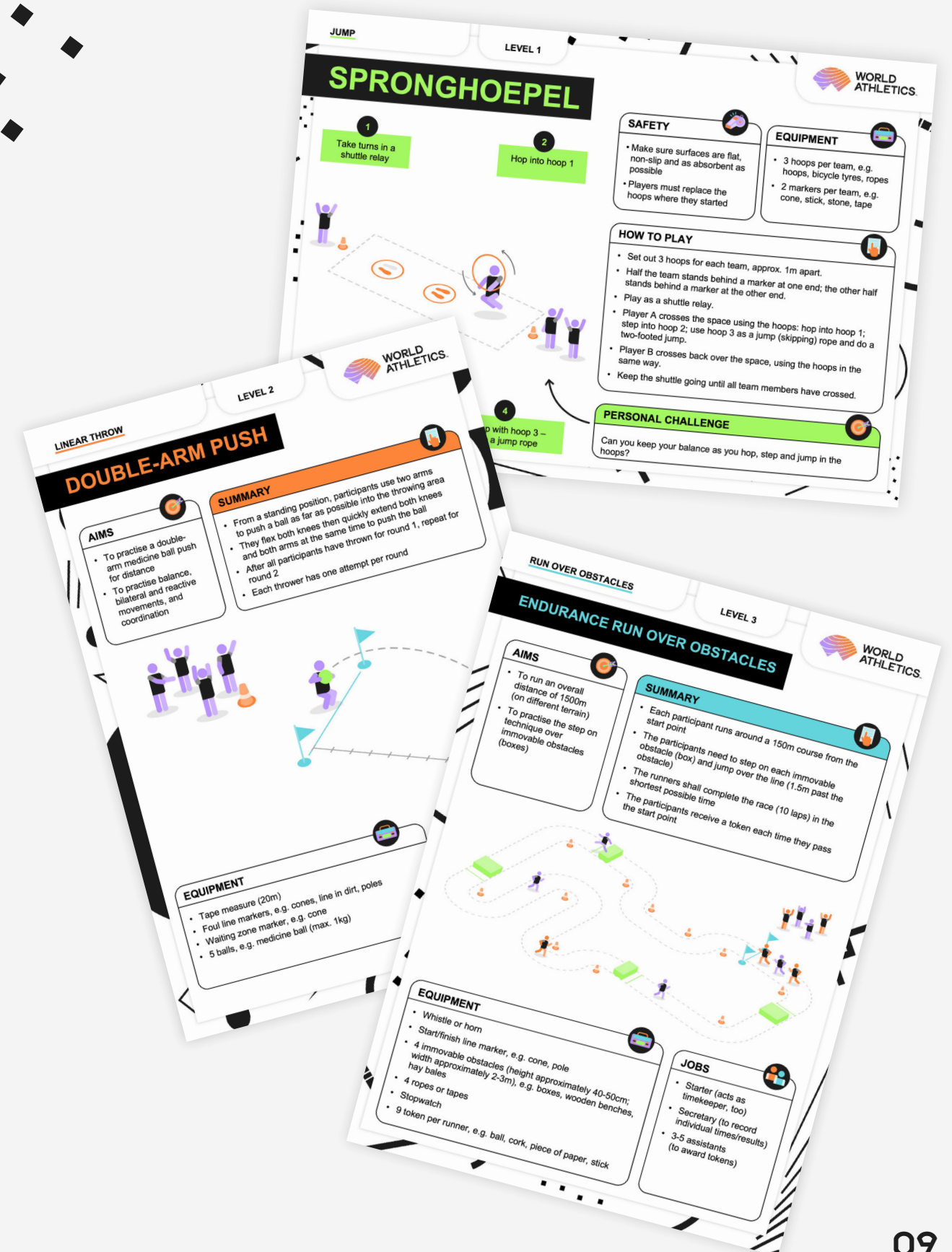


BRINGING KIDS' ATHLETICS DAY TO LIFE

6. USE YOUR OWN PROGRAMME!

Do something to celebrate Kids' Athletics Day with your own materials from your own programmes. Please feel free to use the Kids' Athletics Day logo as a badge on your own materials to show participation in the day.

You can also use our [online](#) Kids' Athletics activities as warm-ups or additional activities.



CREATIVE ASSETS: LOGO



Logo: Core



Logo: For Colour Background



Logo: Mono



Logo: Lockup (Only T-shirts and Balloons)

CREATIVE ASSETS: COLOURS



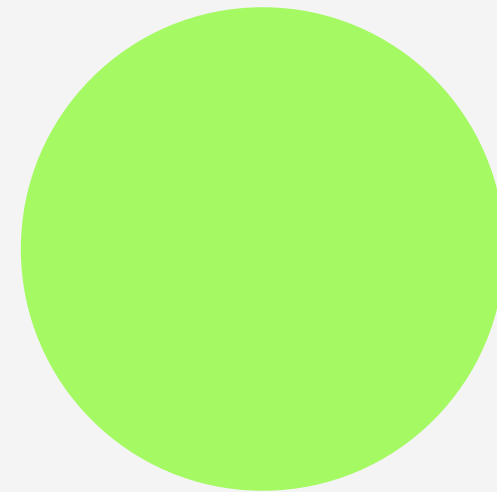
PURPLE
CMYK: 45/56/0/0
RGB: 182/140/255



BLUE
CMYK: 66/0/15/0
RGB: 105/213/224



ORANGE
CMYK: 0/55/90/0
RGB: 254/138/76



GREEN
CMYK: 35/0/60/0
RGB: 173/243/117



CHARCOAL
CMYK: 72/63/59/75
RGB: 30/30/30

CREATIVE ASSETS: POSTER

Use this poster to build awareness of Kids' Athletics Day in your country.

You can edit the poster on the right to include your own image to reflect your own activities. You can also insert your own logo to personalise the poster.



Without Image



With Image

CREATIVE ASSETS: APPAREL

Why not use different items of apparel to build awareness of Kids' Athletics Day in your country?

Please use T-shirts that are unbranded and do not contain any commercial logos.



Badges



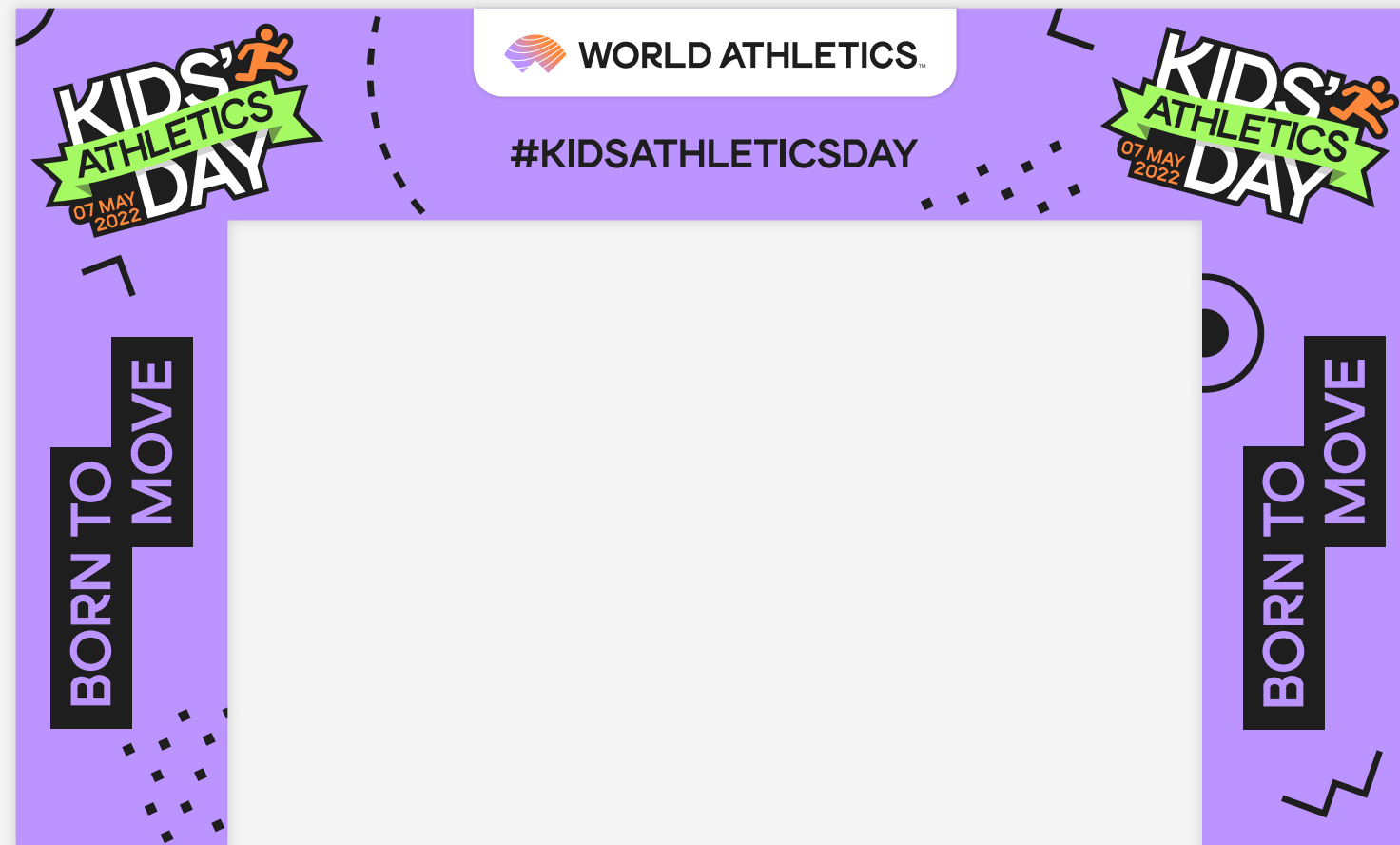
T-shirt



Balloons

CREATIVE ASSETS: SIGNAGE

Use the Gantry and Selfie Frame to share the fun of Kids' Athletics Day and build awareness in your country.
#KidsAthleticsDay



Gantry



Selfie Frame

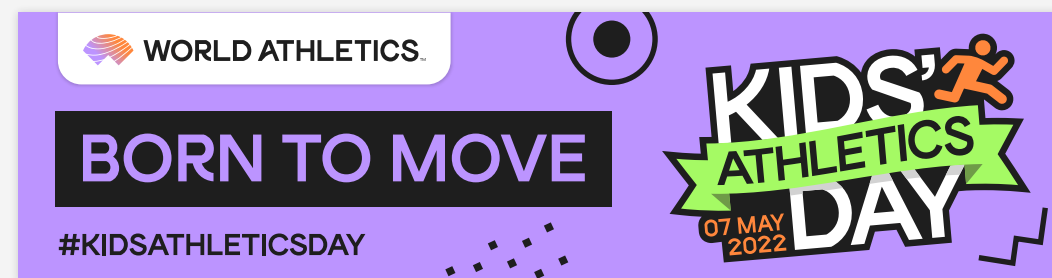
CREATIVE ASSETS: SOCIAL ADS

Use this suggested social media post to build awareness of Kids' Athletics Day in your country.

Suggested social media copy:

We are celebrating #KidsAthleticsDay on 7 May to inspire children and young people aged 4-14 in [insert country] to get active. Join in to bring Kids' Athletics to life and choose from the huge range of Kids' Athletics activity cards to get children moving. #BornToMove

Remember, we want to see how you bring Kids' Athletics Day to life, no matter what you do.



970x250



128x600



300x1050



728x90



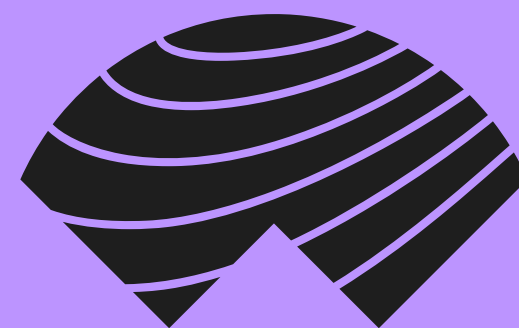
180x150



300x300



1200x1200



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