

Dear [NAME ]

I would like to bring an exciting global campaign called '**Outdoor Classroom Day**' to your attention.

As I'm sure you know, many schools across the world are taking lessons outdoors and seeing the incredible benefits it has for students.

At the same time, there are stories in the media about the decline in the time that children have to spend outdoors – at school and at home. In fact, 2 in 3 children globally play out for less than an hour and a half a day – that's less than the two-hour guideline for maximum security prisoners in the US\*.

What's more, **96% of parents say play enables children to become well-rounded adults\*** – and I agree! As well as teaching children critical life skills, schools that introduce more freedom to play and more outdoor learning see less bullying, fewer accidents and greater readiness to learn. It is also the way that children enjoy childhood.

**Outdoor Classroom Day** is a global movement to make outdoor play and learning part of every school day. On **Thursday 18<sup>th</sup> May 2017**, 1000s of schools around the world will take at least one lesson outside, and I am urging you to join them. In 2016 children in over 3200 schools across 52 countries took part. Over 80% said they want to make this a more regular part of their school day!

Please **sign up today** and give my child and our whole school community the opportunity to experience the benefits of playing and learning outdoors. You can do this easily via the website: **[www.outdoorclassroomday.com](http://www.outdoorclassroomday.com)**

Thank you - together I believe that we can ensure the brightest possible future for all our children.

[NAME]

[PHONE NUMBER]

[EMAIL ADDRESS]

\*Edelman Berland for Unilever, 2016.

Outdoor Classroom Day is led by Project Dirt and powered by Unilever's #DirtIsGood.