**[NAME OF SCHOOL] PHOTOCALL NOTICE**

When: [DATE AND TIME]

Where: [SCHOOL ADDRESS]

Picture: See for yourself what happens when children get outdoors to play and learn as [NAME OF SCHOOL] takes part in the global Outdoor Classroom Day movement!

[DETAILS OF YOUR OUTDOOR CLASSROOM DAY HERE]

There will also be an opportunity to interview the headteacher, [HEADTEACHER NAME].

Contact on arrival: [NAME AND NUMBER OF CONTACT]

**[LOCATION] SCHOOL TO CELEBRATE OUTDOOR CLASSROOM DAY**

*Global movement believes that time outdoors is critical to children’s development*

[DATE]: [NAME OF SCHOOL], is joining thousands of schools from around the world and getting outdoors on [DATE] for Outdoor Classroom Day. The global movement aims to inspire and celebrate outdoor learning and play. As well as having fun, schools show how important and easy it is to give children more time outdoors – on Outdoor Classroom Day and all year round.

[DETAILS OF YOUR DAY HERE]

[HEADTEACHER NAME] said: *“When we have taken learning outdoors in the past we have seen amazing results – behaviour improves, children are more focused in tasks and those who are sometimes reticent to speak up in class find their voice. We’re getting involved in Outdoor Classroom Day to inspire other schools to give outdoor learning a go.”*

Amanda Horton-Mastin, CEO at Semble, said: *“Being outside has never been so important is it is now. Research consistently shows that children who spend time outdoors have better mental health, are more physically active, learn to care about nature and are more resilient. Since 2012, Outdoor Classroom Day has been providing inspiration, support and advice to teachers and parents on how to take children outside to both learn and play. We are delighted to see schools and households all around the world signing up to reap the immeasurable benefits of spending time outdoors every day.”*

Other schools can sign up to take part on the website, which also has a library of outdoor lesson ideas that they can access for free: [www.outdoorclassroomday.com](http://www.outdoorclassroomday.com)

**ENDS**

For more information and to arrange an interview, contact:

[NAME AND NUMBER OF CONTACT]

**Notes to editors**

[SCHOOL NOTES TO EDITORS]

**About Outdoor Classroom Day**

Outdoor Classroom Day is a global movement to inspire and celebrate outdoor learning and play. On the day, thousands of schools around the world take lessons outside and prioritise playtime. As well as having fun, they show how important and easy it is to give children more time outdoors. So that schools can participate on a day that fits with their climate and term times, the global movement has two dates each year (visit the website for upcoming dates). The global Outdoor Classroom Day is led by [Semble](https://semble.org/) (a founding member of the movement) and sponsored globally by Unilever’s Dirt For Good brands Persil/OMO.

**About Semble**

Semble creates campaigns connecting purpose-driven businesses with community action to drive positive change. From funding community projects to building movements and harnessing the power of volunteers, every Semble campaign helps to make change happen from the grassroots. By sharing stories of the positive impact we see, we inspire others to come together and make change happen. As a founding member of the Outdoor Classroom Day movement and the leaders of the [Backyard Nature](https://www.backyardnature.org/) campaign, we are passionate about getting children outdoors and connected to nature. [www.semble.org](http://www.semble.org)