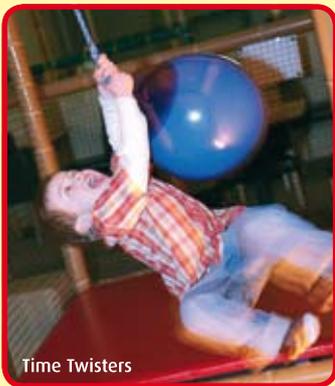




Lobbying Government

Children's health and well being is high on the political agenda at the moment with worrying statistics on childhood obesity forcing government action. The Right Honourable Ed Balls MP, announced his children's plan in December last year which outlines a long term vision to improve schools and a step-change in the way parents and families are supported to deal with the new



challenges faced by young people in the 21st century. Play provided a big focus in this plan and recently the details of 225 million pounds worth of investment has been released but worryingly for PPA members, this is all going to be channeled into fixed outdoor play equipment and new adventure playground and play workers aiming

at the 8-13 age group. On Tuesday 22nd April the PPA met with top civil servants from the Department for Children, Schools and Families (DCSF) to look at ways in which PPA members can play a role in government strategies in the coming years. As an industry we tick all of the boxes, provide physical activity opportunities, incorporating risk in a safe and secure environment, link with Every Child Matters and even in some cases the national curriculum. The DCSF commented that the PPA's standards focus was reassuring and has asked for more information with a view to a follow up meeting being arranged with Kevin Brennan MP to discuss ways in which the resources of indoor play centres can be utilized more effectively.

Disney

Members of the Play Providers Association recently participated in a campaign with Disney to celebrate the launch of the Mickey Mouse Clubhouse DVD and Little Einstein's. Disney provides a fun play pack to every child who visited on the Disney day and also

copies of Mickey Mouse Clubhouse: Storybook Surprises for competition collateral. Many members took the opportunity to run a Disney Day and initiate treasure hunts with the DVD's and fancy dress parties.

Disney executive, Jacqui Ashworth said: "This is a great opportunity for Disney and we are delighted to link up with

participate in 3 more launches throughout 2008 with higher quality competition collateral and improved terms for the PPA members providing a unique opportunity to align your centre with one of the world's biggest brands.

The PPA now represents over 100 indoor play operators, who benefit from a wide range of cost



the PPA in this way. There is a natural synergy in working with the PPA's members, we share the target audience, and from a marketing perspective, it is an effective means of communicating the launch of a key pre-school title to parents and kids. The kids will love the fun packs and should keep them out of mischief for a while."

Further to the March event, the PPA members will now have the opportunity to actively

saving benefits and great networking opportunities. We would urge those non member play operators who are serious about safety, quality and service consistency to investigate PPA membership.

Information packs are available from Kate Costin on 02476 414999 or kate@sportsandplay.com