



10 September 2009

### FREE INDOOR PLAY FOR KIDS THANKS TO PLAY4LIFE

Children from all over the UK can access more than £1.9 million worth of free indoor play throughout September thanks to the Play4Life campaign being launched by the Play Providers Association (PPA) and its UK wide Indoor Play Centres.

Through Play4Life, the PPA is helping the Government to deliver the active part of its Change4Life campaign which is educating the nation, and especially children, about the benefits of Eating Well, Moving More and Living Longer.

During an average visit to an indoor Play Centre a child gets twice their daily recommended amount of active minutes, being described by the PPA as “Exercise in Disguise”. But the benefits also go beyond the physical. During indoor play, children naturally interact with their friends and even make new ones, which is great for developing social skills. Much of the play equipment in centres also incorporates educational challenges that require children to use logic and skill to complete.

There are more than 75 PPA member sites taking part in Play4Life. Each participating centre will offer customers either two children to play for the price of one, a return for free voucher, or a 50% discount off kid’s entrance. Parents should call their local centre beforehand to confirm which mechanic they can benefit from.

Janice Dunphy, Chair of the PPA, says: “Indoor play is a great way for children to let off steam and the beauty is that the British weather cannot spoil it! Because the children are having fun they don’t even realise what they’re doing is helping them stay healthy. Parents can also relax knowing that children are safe, particularly in our PPA member Centres where they follow a Code of Conduct and undertake regular safety inspections.”

To claim the PPA’s Play4Life free play parents can visit [www.playproviders.org.uk](http://www.playproviders.org.uk) where they can find their local participating PPA member Play Centre. Free play can be claimed throughout September 2009. The PPA’s Play4Life campaign is supported by Britvic Soft Drinks.

The PPA is committed to high standards of indoor play and its members’ centres provide the highest standards of safety and play. As well as working to a Code of Conduct, each site has an annual equipment inspection to ensure its safety. For more information visit [www.playproviders.org.uk](http://www.playproviders.org.uk).



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**For further information please contact:**

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**Note to editors:**

- The Play Providers Association (PPA) 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](http://www.nhs.uk/Change4Life.com) or call 0300 123 3434 for more information.
- The PPA is a member of business4Life (b4L), a coalition of nearly 40 companies and organisations from the food and beverage, retail, media, advertising, fitness and healthcare sectors, which is using the marketing and communications skills of its members as a force for good to help deliver the Department of Health's 4Life messages and encourage healthier lifestyles. For more information, visit [www.business4Life.org.uk](http://www.business4Life.org.uk).
- The PPA is the industry body which represents over 100 play operators in the UK, aiming to raise standards and promote the sector. For further information on the PPA, please visit [www.playproviders.org.uk](http://www.playproviders.org.uk). The PPA is a member of the Federation of Sports and Play Associations (FSPA). The FSPA is the umbrella body for 17 associations across the sport and play sectors and is the voice of the UK sports and play industries.