



Using sport and the Olympic values to promote gender equality

**Would You Accept a Dare4Charity?**

**LEARN MORE**  
[www.KidsPlayIntl.org](http://www.KidsPlayIntl.org)

**INTERESTED? EMAIL US:**  
[info@kidsplayintl.org](mailto:info@kidsplayintl.org)

**Pick Your Dare**  
Bobsled, Luge, Skeleton or Aerial Jumping into Pool  
Park City, UT

**WANTED**  
Athlete, Actor, CEO, Reality TV Star, Musician, etc to step out of their comfort zone & perform a Dare4Charity to help raise awareness and funds for Kids Play Int'l

**Kids Play Int'l**

**2015 Dare4Charity**  
**If you were dared to participate in a Winter Olympic Sport to benefit charity, Would you do it?**



#### CHARITY:

Founded by Tracy Evans, 3x Olympic Freestyle Aerialist, Kids Play International (KPI), a non-profit organization dedicated to using sport and the Olympic values to shift attitudes, behaviors and gender norms between boys and girls. KPI currently has a year round **Let's Play Fair** program that serves over 150 children and 3,000 community members in rural Gatagara, Rwanda. Learn more: <http://www.kidsplayintl.org>

#### WE WANT YOU

KPI is seeking an enthusiastic athlete/celebrity/CEO with a large Instagram, Facebook, Twitter fan base to live outside their comfort zone and try (or have your fans vote on) ONE of the following Winter Olympic events at the Utah Olympic Park in Park City, UT. **Pick your poison: Bobsled, Skeleton, Luge or Aerial jumping in to the summer splash pool**, This Dare is an ideal opportunity for you to challenge yourself to a new sport, have fun and help raise awareness and funds for KPI's Safe Space Initiative.



**WE WANT YOU**



#### ABOUT THE DARE

Whether you choose **Aerial jumping into the summer splash pool**, **fly down the track in the winter or summer doing Bobsled, Skeleton or Luge**, you will be in good hands with top coaches, orientation and safety procedures. The Utah Olympic Park has programs set up for people to come and try these sports in the winter or summer time. For more information on what these sports look like take a look at these links.

Summer/Winter Bobsled Rides: <http://utaholympiclegacy.org/activity/summer-bobsled-ride/>  
Freestyle Jumping into Pool: <http://utaholympiclegacy.org/activity/fly-freestyle-intro-clinics/>



#### HOW DOES IT WORK

- **Set a Date:** We need a 4 -week window between October 15 and December 15 to run our **on-line** crowd funding campaign.
- **Determine the amount we would like to raise:** \$10k, \$20, \$50k? The Dare is *promoted* to only happen if we reach or exceed our fundraising goal.
- **Engage your Fans:** The Daree(s) involvement is crucial during the 4 week campaign as we need you to frequently promote your Dare through short video callouts, social media posts or emails to engage your fans and friends to donate, share our campaign with others or join your team to help you fundraise all so that they can see you perform the dare.
- **KPI** will help craft tweets, FB shares, graphics and provide incentives/prizes for those who donate.
- **Determine date to perform Dare:** Winter Dare to take place between Jan 1- March 15, 2016. We will capture your dare on tape, edit, and post to You Tube and promote your Dare for your fans and friends to see! Maybe it will even go viral!
- **OPTIONS:** 1) KPI may secure 2 Darees who could engage in a friendly competition between you and your fans. 2) Have your fans vote on which Dare they would like to see you do!

#### WHAT YOU GET

- Promotion of you and your likeness through our website, social media, press releases about the campaign through KPI's PR Firm and any other media outlets.
- Potential TV, newspaper and other media coverage of Dare being performed at Utah Olympic Park.
- A complimentary trip to Park City, UT (airfare, transportation, accommodation)
- A unique opportunity to try a new sport all in the name of charity.

**WOULD YOU LIKE TO LEARN MORE?** Contact Tracy Evans at 310-871-7956 or [Tracy@kidsplayintl.org](mailto:Tracy@kidsplayintl.org)