



Using sport and the Olympic values to promote gender equality

Would You Accept a Dare4Charity?

LEARN MORE
www.KidsPlayIntl.org

INTERESTED? EMAIL US:
info@kidsplayintl.org

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

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

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>. All proceeds from the campaign will go toward our **Safe Space Initiative**: <http://www.kidsplayintl.org/get-involved/safespace/>

WE WANT YOU

KPI is seeking an **enthusiastic** athlete, celeb, CEO, Politician, Blogger, KPI fan, etc. who can actively engage their fans/friends/family/employees or who has 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 splash pool (summer only)**, 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

When you go **flying down the Olympic track in the Bobsled**, 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.

Winter Bobsled Rides: <http://utaholympiclegacy.org/activity/summer-bobsled-ride/>



HOW IT WORKS

- **Online Crowdrise Campaign Date:** November 9-December 4, 2015
- **Fundraising Goal:** Our overall campaign goal is TBD. The Daree to raise the most amount toward this overall goal will be flown to Park City, UT to complete the Dare. **Note:** The overall campaign goal must be met in order for us to bring the highest fundraiser to complete the Dare.
- **Engage your Fans:** The Daree(s) involvement is *crucial* during the 4 week campaign. You will want to engage your network of fans/friends/family/employees to help you share, donate, join your team, etc. You can do this through short video callouts, social media posts, tweets, direct emails, etc.
- **KPI** will help set up your Crowdrise Fundraising Page and provide sample tweets, video text, FB shares, graphics and provide incentives/prizes each week for those who donate.
- **Determine date to perform Dare:** Your Dare, should you raise the most funds, will take place sometime between Jan 1- March 31, 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! Hopefully it will go viral!

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.
- If you are the Daree to raise them most funds, you will receive complimentary trip to Park City, UT (airfare, transportation, accommodation) to complete the Dare
- A unique opportunity to try a new sport all in the name of charity.

WANT IN? Simply click here <http://www.crowdrise.com/dare4charity2015> and then click the big **FUNDRAISE FOR THIS CAMPAIGN** button and you'll instantly have your own fundraising page and will be a part of our Daree Team! **QUESTIONS:** Contact Tracy Evans at 310-871-7956 or Tracy@kidsplayintl.org.