



Using sport to promote gender equity on and off the Field.

June 3, 2014

Dear *Potential KPI Daree*,

If you were **dared** to participate in a challenge to benefit a charity, would you do it?

Kids Play International (**KPI**), a non-profit organization dedicated to using sport to promote gender equity in communities impacted by genocide, is seeking your participation in this summer's Fun and Daring on-line fundraising campaign. By utilizing the "Fundarity" crowdsourcing platform and everyone's promotional resources, this on-line campaign promises an ideal environment to encourage you to step outside of your comfort zone, have fun and most importantly raise awareness for **KPI** that boys and girls are equal on and off the playing field.

In the spirit of our founder, **three-time Olympian and National Freestyle Skiing Champion**, Tracy Evans, we have chosen **Freestyle Aerials summer water ramping in Park City, UT, at the Utah Olympic Park as our debut Dare for you!** Don't worry, you will be in good hands as your coaches will be Tracy Evans and Emily Cook, both three-time Olympic Freestyle Aerialists.

So how does it work and how can you help? In order for this Dare to take place, KPI must first reach our goal of collecting a "To Be Determined" amount in donated funds within our 6 week on line campaign that will begin on July 14, 2014 and end on August 31, 2014. **If you choose to accept this Dare on behalf of KPI**, we will need your help sharing our campaign with your fans and followers on Twitter and Facebook. And if we reach our goal of this "To Be Determined" amount, KPI will bring you to Park City, UT in September to perform the Dare. KPI will cover your cost of flight, transport and accommodation.

For a peak at what this Dare looks like, click or copy and paste this link into your web browser: <https://www.youtube.com/watch?v=z-LwKDKxPM4>

With your help, Kids Play International will continue to grow and utilize the power of sport to break down the walls of segregation, promote social wellbeing, and instill the Olympic Values of Excellence, Friendship and Fair Play to the children in our programs in Rwanda and Cambodia. To read more on Kids Play Int'l please visit: www.kidsplayintl.org.

If you would like to entertain or learn more about this Dare, please call Tracy Evans at 310-871-7956 or email Tracy@kidsplayintl.org. We will be selecting our Daree by June 30, 2014.

In the Spirit of Sport!

Samantha Hughes, KPI Fundarity Consultant