



## 2008 PLAY CAMPAIGN OVERVIEW

- **PLAY**, which stands for **P**romoting a **L**ifetime of **A**ctivity for **Y**outh, is a public awareness campaign of the **Professional Baseball Athletic Trainers Society® (PBATS)**, in conjunction with the **Taylor Hooton Foundation ([www.TaylorHooton.org](http://www.TaylorHooton.org))** and the **Cal Ripken, Sr. Foundation ([www.RipkenFoundation.org](http://www.RipkenFoundation.org))**. The PLAY Campaign promotes healthy living and decision making among children in America.
- In 2008, the PLAY Campaign will hold events inside all 30 Major League Baseball (MLB) ballparks between June and September. In each city, 75-200 area children between ages 8 and 18 will receive the opportunity to take part in PLAY. The MLB club in each city selects a local charity to bring the children to each event.



- PLAY events run approximately 3 hours (9:30 a.m. – 12:30 p.m.). The children are divided into groups and rotate through five “stations”: a “Hoot’s Chalk Talk” with Don Hooton about the dangers of steroid abuse, a strength and conditioning station, an injury prevention station, a Ripken Quickball station, and a Q&A station with the participating MLB player(s). Each participant also receives a PLAY “Pledge Card” to sign along with the MLB player promising to remain active, make healthy decisions and avoid performance enhancing drugs.
- Beginning in 2008, PLAY events include the Taylor Hooton Foundation and the Cal Ripken, Sr. Foundation. This new component to the campaign will educate the children about the dangers of performance enhancing drugs as part of the healthy decision curriculum. Cal Ripken, Jr. will be taping a national public service announcement on behalf of the 2008 PLAY Campaign which will run in all 30 MLB stadiums throughout the summer.
- Too many young people today are taking anabolic androgenic steroids and other performance enhancing drugs without any knowledge of the associated dangers. Young people in particular fail to realize the serious risks in taking these drugs—long-term physiological & psychological effects, as well as severe legal consequences. Young people also lack information about how to train the healthy way—without taking drugs and putting their lives and health at risk. Working with the Hooton Foundation, PBATS is incorporating anti-steroid education within their PLAY Campaign to generate awareness of this problem.
- The PLAY program was created in 2004 to raise awareness about children’s health issues because obesity is a major concern in the United States. Since 2004, the PLAY campaign has conducted 35 events inside 20 different MLB ballparks. The PLAY Campaign has reached thousands of children with positive messages about making healthy decisions and living a more active and healthy lifestyle.

