



http://www.cartoonrecessweek.com/about_rescuingrecess.html

Due to budget cuts and increased academic pressures, only 8 state school boards of education have a written policy to protect recess in elementary schools. In response to this situation, in 2006, Cartoon Network launched Rescuing Recess and to date has committed more than \$4 million in media resources and cash to raise awareness about the importance of daily recess in promoting overall child wellness and academic performance.

Leveraging key media resources and an extensive network of partners, we have identified three key hurdles and solutions to protecting recess:

- * Policy: Promote written policy at the state and local school board level to protect recess through an ongoing kid-initiated letter writing campaign.

- * Resources/Equipment: Award cash grants and provide recess kits with age appropriate playground equipment. As well as promote community involvement by recruiting adult recess monitors to support fun and safe play for kids during recess.

- * Research: Commission research that connects physical activity with academic performance.

Building upon an outstanding year of results from 2006, the momentum for Rescuing Recess and National Recess Week continues. September 24 - 28, 2007, the campaign announced the second annual National Recess Week and Volunteer Recess Monitor Challenge program. The primary goal is to encourage adults and

young adults to raise one million volunteer hours in support of recess in local elementary schools. Registered schools have a chance to win up to \$25,000 for counting their 2007–2008 school year volunteer hours. [Click here to read the Official Rules.](#)

Rescuing Recess is the most successful community relations program in Cartoon Network's history. National Recess Week is proclaimed in an additional 28 cities by mayors across the US. The program has also received more than 15 different industry awards and honors including the US Chamber of Commerce Community Service Award, the Public Affairs Council Corporate Grassroots Innovation Award and The PR News Platinum PR Award that further underscores its contribution to the cause marketing, community relations and public affairs.

The Benefits of Recess

Experts agree that recess has many emotional, social, and physical benefits.

Emotional/Cognitive Benefits

- * Play is an active form of learning that unites the mind, body, and spirit.
- * Until at least the age of nine, children's learning occurs best when the whole self is involved.
- * The senses of smell, touch, and taste, and the sense of motion through space are powerful modes of learning.

Social Benefits

- * Children permitted to play freely with peers develop skills for seeing things through another person's point of view – cooperating, helping, sharing, and solving problems (NAEYC, 1997).
- * Much of what children do during recess, including the sharing of folk culture (Bishop & Curtis, 2001), making choices, and developing rules for play, learning to resolve conflicts to keep the game going, involves the development of social skills.

Physical Benefits

* Can PE be substituted for recess? The National Association for Sport and Physical Education says “No.” PE provides a “sequential instructional program” related to physical activity and performance and recess provides unstructured play time where children have choices, develop rules for play...and practice or use skills developed in physical education” (Council for Physical Education and Children, 2001).