

2025 Commonwealth Day of Play
PARTNERSHIP TOOLKIT



SATURDAY AUGUST 9TH, 2025

2025 Commonwealth Day of Play

OVERVIEW

As part of the *Reclaiming Childhood* Initiative, the Governor's Office is hosting the **inaugural** Commonwealth Day of Play to raise awareness and inspire collective action about the importance of play, social connection, physical activity, and community in children's lives. From sack races to running wild with friends, we're reviving the joy of field day fun and community spirit.

The Day of Play is Commonwealth-wide with a central event taking place at Taylor Farm Park (200 Whiteside Rd, Sandston, VA 23150) from 10:00 AM to 4:00 PM.

We're inviting everyone — local businesses, state parks, communities, museums, and cultural institutions — to come together and play a role in spreading the message by:

- Promoting on social media using #CommonwealthDayOfPlay
- Alerting community members of special deals at your locations (ex. free/discounted entry or parking on this day)
- Planning fun and engaging activities at your site, and/or Taylor Farm Park

This toolkit has detailed information on ways to participate and contribute across the Commonwealth.



Learn more about
Reclaiming
Childhood here!



1. Assemble Your Team

- Recruit volunteers or staff to help plan and run your event
- Identify key partners (e.g., schools, businesses, libraries, churches)
- Engage parents and other adults to participate in activities with their child



2. Choose Your Format

- A small event (sidewalk games, mini play zone)
- A medium gathering (park event, block party)
- A large-scale field day (multi-station, community-wide event)



3. Select A Location

- Parks, schools, community centers, open fields, churchyards
- Ensure the space is safe, accessible, and has adequate facilities



4. Plan Activities

- Offer a mix of structured and free play for kids AND adults
- Classic games: Sack races, tug-of-war, hula hoop contests, freeze tag
- Creative play: Chalk art, bubble stations, obstacle courses, art stations
- Water/Nature play: Scavenger hunts, sprinkler zones, sponge toss, water balloon relays



5. Ensure Safety and Accessibility

- Use soft, safe materials and signage
- Provide shaded areas, hydration stations, and quiet rest spaces
- Make games adaptable for children and adults of all abilities
- Have basic first-aid kits on site



6. Spread The Word

- Use flyers, school newsletters, and social media (#CommonwealthDayOfPlay)
- Hang posters in schools, parks, and local shops
- Invite mascots, community leaders, and local media
- Encourage kids and adults to “come dressed to play”!



Useable Logo

Social Media Toolkit to Come



How to Host by Venue

Local Businesses



- Sidewalk Play Zones: Chalk, hopscotch, bubbles
- Game Stations: Host simple games like bean bag toss, ring toss, or tic-tac-toe
- Play Hour: Offer a play-themed promo, prize wheel, sticker collection card, fun trivia for families
- Invite costumed mascots or host a mini dance party
- Set up a "color a postcard" table where kids draw outdoor scenes to take home or share

We would love to showcase your contributions to this day! Please fill out the form below to let us know what you plan on doing so we can highlight your events!



How to Host by Venue

State Parks



- Field Day Olympics for adults and kids: Races, relays, tug-of-war
- Nature Hunts: Explore local flowers, plants, or wildlife with scavenger cards
- Water Play Zones: Sprinklers, sponge toss, water balloon relay
- Guided Nature Walks or "Tiny Hikes" with fun facts
- Offer free admission or discounts for kids and families on Day of Play
- Set up a "passport to play" where kids earn stamps at different stations
- Promote through park newsletters, social media, and local tourism boards

We would love to showcase your contributions to this day! Please fill out the form below to let us know what you plan on doing so we can highlight your events!



How to Host by Venue

Communities



- Block Party Games: Red light/green light, kickball, trivia
- Picnic and Play: Families pack food, organizers bring lawn games like cornhole or giant Jenga™
- DIY Kit: Share printable guides for at-home play
- Community Mural: Set up a wall or butcher paper for collaborative art
- Pop-up Obstacle Courses: Use pool noodles, cones, and rope for challenges
- Talent Show Hour: Kids can sing, dance, tell jokes, or show off a silly skill

We would love to showcase your contributions to this day! Please fill out the form below to let us know what you plan on doing so we can highlight your events!



How to Host by Venue

Museums and Cultural Institutions



- Offer free or reduced admissions
- Create Hands-On, Multi-Age Activities: Nature scavenger hunts, art-making stations, simple science experiments, or storytelling corners
- Incorporate Outdoor Exploration: Garden tours, outdoor craft sessions, or “explorer trails” with clues and questions to spark curiosity
- Engage Beyond the Visit: Provide take-home materials that encourage families to explore local nature, cultural landmarks, or creative projects after the event ends
- Facilitate Movement and Active Play: Themed obstacle courses or movement-based storytelling

We would love to showcase your contributions to this day! Please fill out the form below to let us know what you plan on doing so we can highlight your events!

