The Big Playdate

Monday 20 June, 2016

Hope for Children announces that it has teamed up with My Family Club and National Unplugging Day to create The Big Playdate.

This year, on Sunday 26th June, international children's charity Hope for Children is celebrating National Unplugging Day by asking families all over the UK to host their own Playdate, inviting their children's friends and parent's to their house for a few hours of technology-free fun with their children.

Murielle Maupoint, Chief Executive of Hope for Children said "It's important for pre-school children to play with their friends and for parents to connect and support one another. So why not host a playdate, have fun with your kids and help give children the childhood they deserve? Together, we can create the UK's biggest ever Playdate and make a huge difference to the lives of vulnerable children across the world."

"We believe that a happy, healthy and positive childhood is a vital to children's development. A Big Playdate is a perfect unplugging activity to connect with your kids and let children have technology-free fun in a loving and safe environment."

So how does it work? It's simple. Visit www.hope-for-children.org/bigplaydate to order your free Big Playdate pack. Your pack includes everything you need to host a fun-filled Playdate including Invitations to send to your children's friends, certificates, balloons, stickers, cake recipes and plenty of fun activities. We've also teamed up with **Little Dish**, **Chipmunks Shoes** and **Naturelly Jelly Juice** and to give all Playdate hosts discount vouchers and lots of free goodies. Not only that, What's more, just by ordering your pack people will be entered into a prize draw to win an exclusive prize! We will also be rewarding the organiser of the Big Playdate which raised the most money with a free ticket to the **Hope Ball** which is taking place at the Beautiful Royal Horseguards Hotel..

Once you have received your pack in the post, you host a playdate on National Unplugging Day, Sunday 26th June, invite parents and their children to join you and have loads of fun! Each pack caters for up to 5 children. Collect a donation from each person attending (the amount is up to you) and then send it back to Hope for Children. You can spread the word about the Big Playdate on social media using the hashtags **#BigPlaydate** and **#GoGadgetFree** (but not on the day obviously!).

What is National Unplugging Day?

National Unplugging Day is the UK's largest digital detox movement. It involves parents around the UK and beyond pledging to **#GoGadgetFree** and spend the day from sunrise to sunset without any technology.

Gemma Johnson, CEO and Founder of Family Finance site MyFamilyClub.co.uk added 'Encouraging parents and children to engage with a free activity pack is the perfect way for families and friends to spend time together whilst raising money for a brilliant cause at the same time".

"Hope for Children's Big Playdate is the perfect way to take part in National Unplugging Day and I would urge all parents to sign up and get hold of their pack today!"

To order your pack visit www.hope-for-children.org/thebigplaydate today!

-ENDS-

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