



2023 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 **Major League Baseball Charities**, **Taylor Hooton Foundation** and the **Henry Schein Cares Foundation**. The PLAY Campaign combats child obesity and promotes healthy living and decision making among young people in America.

In 2023, the PLAY Campaign plans to hold events inside all 30 Major League Baseball (MLB) ballparks between May and September. In each city, 50-100 area youngsters between ages 8 and 17 will receive the opportunity to take part in PLAY. The MLB club in each city selects a local group of youths to participate in the program. These groups can include Boys & Girls Clubs, RBI (Reviving Baseball in Inner Cities) programs and other local organizations.

PLAY events run approximately two hours in length (10AM-Noon). The youngsters are divided into groups and rotate through a series of "stations": a "Hoot's Chalk Talk" with the Taylor Hooton Foundation, about the dangers of steroid abuse, a strength and conditioning station, an injury prevention station, a nutrition station and a Q&A station with the participating MLB player(s).



Beginning in 2008, PLAY events began to include the Taylor Hooton Foundation. This component to the campaign educates the participating young people about the dangers of performance enhancing drugs as part of the healthy decision curriculum. In 2013, PLAY added another dimension in the form of the Henry Schein Cares Foundation and their educational station regarding oral health and overall hygiene. And in 2016, the National Down Syndrome Society joined the campaign to help showcase the value and importance of inclusion of all people in sports and in life.

Using baseball's tremendous platform, the PLAY campaign is designed to educate America's youth about all-important health and lifestyle initiatives.

The PLAY program was created in 2004 to raise awareness about young people's health issues because obesity is a major concern in the United States. Since 2004, PBATS has conducted more than 300 PLAY events inside all 30 MLB ballparks reaching thousands of children with positive messages about making smart life choices and living a more active and healthy lifestyle.



--- www.PBATS.com ---