

Getting the Most Out of Your Neighborhood Playground



The food and nutrition experts at Dannon who make Danimals® know the importance of physical activity when it comes to promoting childhood health and wellness. So along with pediatrician Dr. Dolgoff, we're sharing our favorite tips for parents to help their kids get the recommended hour of daily physical activity¹ - all while at the playground!

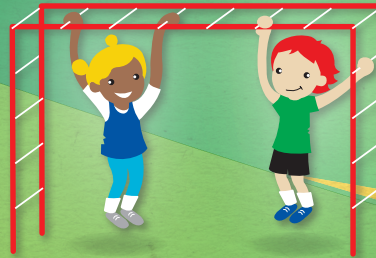


Take a turn on the swingset!

Swinging is great to help build endurance and great when playing in pairs!

Grab a jump rope!

Jumping is a great way to raise your child's heart rate. Teach them a few rhymes and watch them learn new rope tricks.



Strengthen arms on the monkey bars!

Spot your child as they stretch and develop upper body strength hanging from each bar!

Grab some chalk and play hopscotch!

Make the sidewalk an extension of the playground by drawing a grid and taking turns!



Get Involved!

1 Visit RallyForRecess.com

2 Earn one point for every eligible code entered

3 Go outside and play!

Tips from Dr. Joanna Dolgoff

- * Pack snacks to help keep your kids happy during playtime! Danimals® Smoothies are a great option when on-the-go and were recently reformulated to reduce the total sugar by 25%*. They're also an easy (and tasty!) way to ensure your children get the recommended three servings of dairy every day.
- * Become your child's fitness partner. Children learn from example, so join them on the swing set or monkey bars and organize family activities like bike rides on Saturdays!
- * Make fitness fun! Find activities that match your child's interests, such as playing games with friends, going to the local playground and more!

Official Rules

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO PARTICIPATE OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. MANY WILL PARTICIPATE, ONLY 3 ENTRANTS AND 5 SCHOOLS WILL WIN A PRIZE. Open to legal residents of the 48 contiguous U.S./D.C., who are 2 years of age or older. Void in AK, HI, PR and where prohibited by law. First ask your parents for permission to enter and then go to www.rallyforrecess.com. Begins at 12:00:00 a.m. EST on 8/1/13 & ends at 11:59:59 p.m. EST on 12/31/13 or when all Code supplies have been exhausted, whichever occurs first. See inside specially-marked packages of DANNON® Danimals® or Danonino® products for codes. **FOR FREE MEANS OF ENTRY** and official rules, visit www.rallyforrecess.com

* Old Danimals Smoothies: 14g sugar per 3.1 fl oz; New Danimals Smoothies: 10g sugar per 3.1 fl oz

** Consume as part of a balanced diet and healthy lifestyle. Danonino® Dairy Snack contains 81% DV protein and 30% DV Vitamin D per 8oz (225g). Contains 19% DV protein and 6% DV Vitamin D per 1.76oz. (50g) cup. Contains 1g of saturated fat per 1.76oz (50g) cup. Ounce per ounce, Danonino® Dairy Snack contains twice the amount (10% more of the DV) of calcium of leading kids yogurts. Contains 10% more of the DV of calcium (80mg) than leading kids yogurts. Danonino® 20% DV (155mg) of calcium; Leading kids yogurts 8% DV (70mg) of calcium per 1.76 oz.

² U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2010. 7th Edition, Washington, DC: U.S. Government Printing Office, 2010.

³ Lanham-New, RL et al. Importance of vitamin D, Calcium, and exercise to bone health with specific reference to children and adolescents. British Nutrition Foundation Nutrition Bulletin. 2007;32:364-377.

About Danimals®

Danimals® products make eating a nutritious snack fun - they taste great and are available in a variety of delicious fruity flavors and fun formats. Kids will love the Smoothies, and mixing fun toppings from Crunchers into delicious nonfat yogurt. All Danimals dairy products contain calcium, which is a critical mineral that kids need to help build strong bones and help regulate muscle function. The 2010 Dietary Guidelines for Americans identify calcium as a nutrient of concern for American adults and children, and recommend increasing intake of lowfat and nonfat dairy foods.²

About Danonino®

Did you know that up to 90% of bone strength is developed during childhood and adolescence?³ We want to help your kids get the right nutrients they need to help them grow strong.** Danonino® from Dannon® is made with your child's growth and health in mind. They contain twice the amount of calcium of leading kids' yogurts** and are power packed** with essential nutrients to help little ones grow up healthy and strong** when consumed as part of a balanced diet and healthy lifestyle. And your little one will love how they taste.

