



HELPING MOMS AND FAMILIES BE AT THEIR BEST

Active Family Project Overview

Moms are increasingly juggling work, school, sports, errands, household chores, appointments, and so much more. The Active Family Project provides moms, from sources like its Play Council, with family-friendly tips and advice. Brought to you by Merck Consumer Care, Inc., this health and wellness initiative is designed to help moms overcome their worries about doing it all and truly be at their best by being active and enjoying time with the ones they love.

Celebrating Family Playtime Everyday

Together with celebrity mom and Active Family Project spokesperson, Elisabeth Hasselbeck, we're encouraging families to celebrate the first annual National Family Playdate by scheduling family play time on May 11. Through our Facebook page, we're building a community of moms who can share their own playtime experiences with one another. Visit our Facebook page at: www.facebook.com/activefamilyproject.

The Role of Play in Health and Well-Being

The National Institute for Play has produced a whitepaper for the Active Family Project, showcasing the benefits that result from families living an active lifestyle. Here are a few excerpts:

- The early exchange of smiles and coos between parent and child builds the familial bond and serves as the child's beginning connection with the world outside the womb...and it begins with play!
- Engaging in family playtime prompts us to be physically active together, enhancing our overall bodily health and emotional well-being and can help with every day stress, lighten our mood, and enhance our personal relationships.
- By providing play opportunities, parents are the change agents that can make play happen. It brings families closer together and promotes a sense of belonging, safety and love.

A Go-To Guide for Play

The Active Family Project Activity Finder is a resource for tips, tools, and fun activities your family needs to enjoy a healthy and active lifestyle together. A go-to guide for some instant solutions to your playtime needs, we aim to promote quality time and help your family live life more fully. Visit the Activity Finder at www.activefamilyproject.com.

TODAY...WE PLAY

