



unplug
ILLINOIS

Transformation Kit



Unplug Illinois works locally and statewide, from the smallest park and recreation agency to the largest in Illinois. This kit will help you communicate how parks, recreation, and conservation provide healthier, sustainable communities, and how play delivers benefits for all.

Designed with your needs in mind, this Unplug Illinois Transformation Kit is equipped to provide agencies of any size with the resources, templates, tools and inspiration needed to communicate the value of parks, recreation, and conservation.

Questions?

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Illinois Park & Recreation Association

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Unplug Illinois

What is Unplug Illinois?

'Unplug Illinois', developed by the Illinois Park & Recreation Association (IPRA), is a statewide effort to educate the public on the value of parks, recreation, and conservation.

Unplug Illinois encourages people to 'plug into' all of the opportunities their local park, recreation, and conservation agencies offer.

Here you will find a wealth of information you can use to excite and interact with residents to get them active, engaged and having fun!

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How to Use this Kit

Unplug Illinois works locally and statewide, from the smallest agency to the largest in Illinois. This kit will help you communicate the value of unplugging from technology and plugging into parks, recreation, and conservation – highlighting how these experiences enrich people's lives, strengthen communities, and support healthier, more sustainable environments.

By encouraging play, connection, and time outdoors, Unplug Illinois demonstrates the benefits unplugging delivers for people of all ages. Whether you launch a social media campaign, plan an Unplug Illinois Day event, or share information through your facilities or brochures, the resources in this kit are customizable, ready to use, and adaptable to your community's needs.

Share The Message

Share the message by using the included statistics, facts, and key messages to communicate the benefits of unplugging, play, and time spent outdoors.

Promote Your Agency*

Promote your agency through ready-to-use social media templates, flyers, and marketing materials that highlight how parks, recreation and conservation agencies support healthier, more sustainable communities.

Engage your community

Engage your community by incorporating Unplug Illinois messaging into events, programs, facilities, and outreach efforts throughout the year.

*refers to park, recreation, and conservation agencies.

Planning Unplug Illinois Day & Partnering With Community Organizations

Unplug Illinois Day is a statewide celebration inviting agencies* throughout Illinois to showcase the programs, facilities, and spaces that help communities thrive. Held annually (typically the second Saturday in July), Unplug Illinois Day encourages people of all ages to unplug from technology and plug into play, connection, and time spent outdoors.

Through Unplug Illinois Day, agencies highlight the essential role parks, recreation, and conservation play in creating healthier, more engaged, and more sustainable communities. Whether residents are biking local trails, playing a sport, participating in a class, exploring nature, or simply cooling off at the pool, Unplug Illinois Day celebrates the many ways people can connect with their community and enjoy a happier, healthier life through local opportunities.

Tips for Planning Unplug Illinois Day Events

Start early and plan intentionally.

Begin planning during budget season when possible, and select an event that reinforces unplugging, outdoor activity, and community connection.

Offer engaging, unplugged activities.

Include a mix of recreation, play, wellness, arts, and nature-based experiences that appeal to a broad audience.

Prepare for flexibility.

Plan for weather contingencies and consider both indoor and outdoor options.

Promote Consistency.

Use the toolkit's marketing materials, social media templates, and key messages to promote the event across multiple channels

Add event to the Unplug Illinois Day event calendar.

Access the event calendar here at members.ilipra.org/unplugcalendar

Gather feedback.

Use surveys or QR codes during and after the event to capture feedback and identify opportunities for improvement in future years.

Partnering With Community Organizations

Identify potential partners early.

Community partners may include libraries, schools, health organizations, conservation groups, chambers of commerce, local businesses, municipal departments, and nonprofit organizations.

Engage partners in planning.

Invite partners to participate in planning meetings, share ideas, or co-host activities that align with their mission and the Unplug Illinois message.

Leverage shared resources.

Partners can contribute staff support, activities, entertainment, sponsorships, promotion, or space – reducing costs and expanding programming.

Amplify the message.

Encourage partners to promote Unplug Illinois through their own communication channels, helping reach audiences beyond your agency's existing network.

Recognize collaboration.

Acknowledge partner involvement in marketing materials, press releases, and on-site signage to strengthen relationships and encourage future participation.

Key Messages

Unplug Illinois is a public awareness campaign that brings the benefits of park, recreation, and conservation into the public's perspective. Parks and recreational opportunities create healthier lifestyles, sustainable environments, thriving and engaged communities. In order to bring that to the public's attention we need to tell residents our three overall messages:

- **Parks and recreation deliver value in people's lives and communities by generating local revenue and jobs.**
- **Parks and recreation provide healthier sustainable communities by promoting psychological and physical health.**
- **Parks, recreation, and conservation initiatives provide lasting mental and physical benefits for all.**

It is important to highlight and focus on these messages in your outreach and media efforts.

Facts

The following list of facts is meant to be used to help promote the key messages by demonstrating that parks and recreation provide solutions to issues we face in our communities. We have three problem categories that have solutions with increased opportunities offered by park, recreation, and conservation agencies. These categories are **Unhealthy Lifestyle, Technology Rules** and **Self-Care Intervention**.

These are followed by three categories that are used to help promote our Key Messages of **Parks Deliver Value, Healthier Communities** and **Benefits of Play and Activity**.

FACT CATEGORIES

.....

Problems

**Unhealthy
Lifestyle**

**Technology
Rules**

**Self-Care
Intervention**

Key Messages

**Parks
Deliver
Value**

**Healthier
Communities**

**Benefits
of Play
and Activity**

Facts

Unhealthy Lifestyle

High blood pressure is anticipated to surge from 51.2% to 61.0% by 2050, translating to a projected 184 million individuals diagnosed with CVD, up from 128 million in 2020. (Provention Health Foundation, 2024)

Obesity rates are forecasted to climb from 43.1% (2020) to 60.6% (2050), affecting over 180 million individuals. (Provention Health Foundation, 2024)

Nothing kills more Americans than heart disease and stroke. More than 843,000 Americans die of heart disease or stroke every year—that's more than 1 in 4 deaths.³ These diseases take an economic toll, as well, costing our health care system \$233.3 billion per year and causing \$184.6 billion in lost productivity on the job.⁴ Costs from cardiovascular diseases are projected to hit roughly \$2 trillion by 2050. (CDC, 2025)

Obesity affects 21% of children¹⁰ and 40% of adults,¹¹ putting them at risk of chronic diseases such as type 2 diabetes, heart disease, and some cancers. Only 2 in 5 young adults

are weight-eligible and physically prepared for basic training in the U.S. military.¹² Obesity costs the U.S. health care system nearly \$173 billion a year. (CDC, 2025)

Technology Rules

Currently, over 94 percent of Americans access the internet, many of whom could no longer imagine a life without it. Among the largest online markets in the world, the United States ranks third with over 322 million internet users nationwide. As a global hub of technological innovation and home to some of the world's leading internet companies, the United States has consistently increased its digital population for over two decades. (Statistica, 2025)

Amid national concerns about technology's impact on youth, many teens are as digitally connected as ever. Most teens use social media and have a smartphone, and nearly half say they're online almost constantly, according to a new Pew Research Center survey of U.S. teens ages 13 to 17 conducted Sept. 18-Oct. 10, 2024 (PEW, 2024)

Self-Care Intervention

About 60% of adults aged 18 and over reported taking at least one prescription medication in 2021, with 36% reporting taking three or more (1). Out-of-pocket costs on retail drugs rose 4.8% to \$63 billion in 2021 (2). (CDC, 2023)

The great majority of adults who have one of five common chronic conditions — diabetes, heart disease, hypertension, arthritis, and cancer — use prescription drugs. For example, 89 percent of people with arthritis and 98 percent of people with diabetes use prescription drugs. People with these conditions fill many prescriptions annually and have significant prescription drug expenditures. Adults with diabetes fill about 4 times as many prescriptions and spend about 4 times as much on prescription drugs as the general population. High prescription drug use may also reflect the fact that people have multiple chronic conditions. (Health Policy Institute)

Facts

Parks Deliver Value

Parks provide significant benefits to both the health and well-being of people who use these spaces and the economy. Data establishes the ways the parks promote greater well-being across four domains of health: physical, mental, social and environmental. Greater physical activity, access to green spaces, and services and programming that promote better health outcomes lead to less reliance on medication, fewer trips to the hospital, and lower healthcare costs. Data also shows the vast range of economic benefits that parks provide. Local park and recreation agency operating and capital expenditures across the United States generated \$218 billion in economic activity and supported nearly 1.3 million jobs in 2019. This is only one facet of parks and recreation's economic impact, which also includes environmental benefits, business development, tourism and higher property values (and a larger tax base). (NRPA)

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Six in seven respondents to the 2023 Engagement With Parks survey indicated that they seek high-quality parks and recreation amenities when choosing a place to live. Local public park and recreation agencies in the United States generated more than \$201 billion in economic activity and supported almost 1.1 million jobs that boosted labor income by more than \$63 billion from their operations and capital spending in 2021. (NRPA, 2023)

.....

84% of U.S. adults seek nearby high-quality parks and recreation when choosing a place to live. (NRPA, 2023)

.....

Eighty-four percent of survey respondents say proximity to high-quality parks, playgrounds, open spaces or other recreation facilities is important when choosing a neighborhood or area in which to live. A desire to live near high-quality park and recreation opportunities is common across nearly every segment of the U.S. population. (NRPA, 2023)

.....

Eighty-eight percent of U.S. adults indicate that their local park and recreation agencies must engage directly with the public to ensure every community member has access to amenities, infrastructure and programming that meet their specific needs and desires. (NRPA, 2023)

.....

Facts

Healthier Communities

Just 20 minutes in nature improves concentration and reduces the need for ADHD and ADD medications in children. Walking through nature also improves cognitive function and memory. These benefits can greatly improve performance in school. (National Park Service)

.....
A 30-minute visit to a park can improve heart health, circulation and lower cholesterol, blood glucose, and blood pressure. Walking in nature reduces inflammation and boosts your immune system, which decreases the risk of certain diseases and cancers. Interacting with a green space increases social interactions which can prevent diseases like dementia. Listening to birdsongs and observing animals in nature have shown to promote wellbeing, reduce stress, improve mood, and reduce attention fatigue. Natural aromas from wood and plants have calming effects and viewing nature reduces mental fatigue. (National Park Service)

Benefits of Play and Activity

Play is one of the most effective tools for keeping relationships fresh and exciting. Playing together brings joy, vitality, and resilience to relationships. Play can also heal resentments, disagreements, and hurts. Through regular play, we learn to trust one another and feel safe (HelpGuide.org, 2026)

.....
Engaging in playful activities helps adults cope with stress and enhances mood. Studies have shown that play positively impacts the brain, triggering the release of endorphins, reducing cortisol levels and fostering relaxation. Playful adults are more likely to employ positive coping mechanisms, such as acceptance and reframing, in stressful situations. Moreover, play can mitigate the effects of anxiety and depression. Playful activities like creative writing, board games, or sports help quiet the mind and redirect attention from negative thought patterns. Research also links regular play with increased life satisfaction and overall well-being. (National Institute For Play)

A common barrier to adult play is the misconception that it's childish or frivolous. However, play serves profound developmental and psychological functions at all stages of life. For adults, play can be as diverse as those mentioned above to reading a book, team sports, or solo creative pursuits like photography, coin collecting or creating a business presentation. The essence of play lies not in the activity itself but in the personal experience of engagement and satisfaction it brings. (National Institute For Play)

Additional Facts & Resources

Mental Health in Illinois

Many Illinoisans struggle with their mental health. It is more important than ever to build a stronger mental health system that provides the care, support, and services needed to help people build better lives.



2,136,000

adults in Illinois have a mental health condition. That's more than **18x** the population of Springfield.



1 in 5 adults experience a mental illness each year.

More than **1 in 20 U.S. adults** experience a serious mental illness each year.

494,000 Illinois adults have a serious mental illness.

1 in 7 of the almost **12,000** people in Illinois who are unhoused have a serious mental illness.



1 in 20 adults have serious thoughts of suicide each year.

511,000 Illinois adults have serious thoughts of suicide each year.

1,533 lives were lost to suicide in Illinois in 2022.

ILLINOIS is facing a mental health crisis.



1 in 6 U.S. adolescents aged 12-17 experience a major depressive episode each year.

202,000 Illinois adolescents experience a major depressive episode each year.

1 in 9 adolescents aged 12-17 have serious thoughts of suicide each year.

132,000 Illinois adolescents have serious thoughts of suicide each year.

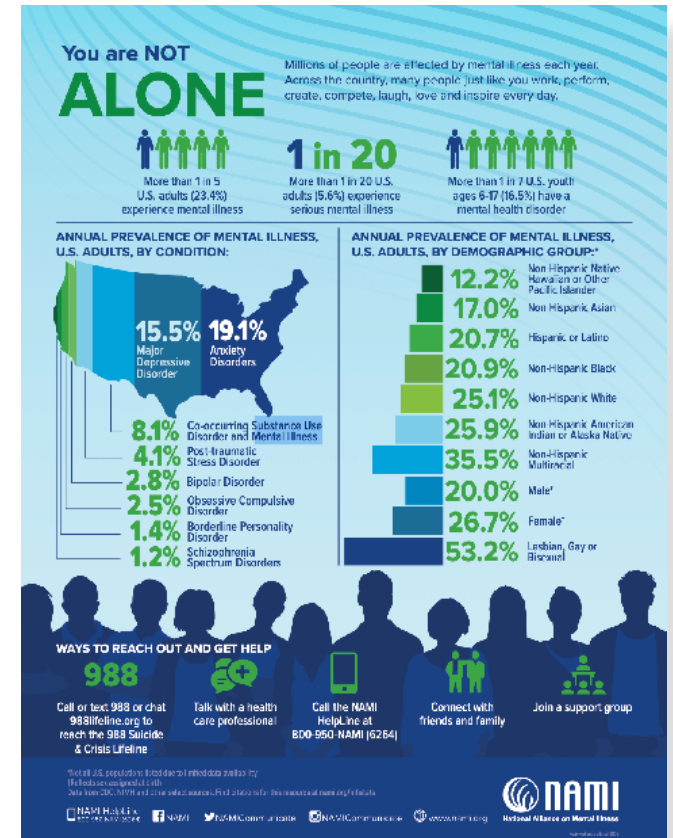


16% of youth aged 0-17 in Illinois have experienced **2+ adverse childhood experiences**, which are linked to mental illness and substance misuse in adulthood.



Learn more about mental health in Illinois.

[CLICK FOR PDF](#)



Learn more about mental health nationwide.

[CLICK FOR PDF](#)

Additional Facts & Resources



Learn more about the economic impact of parks.

[CLICK FOR PDF](#)



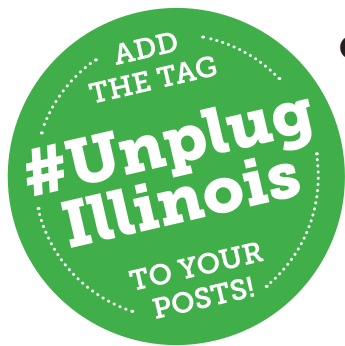
Learn more about engagement with parks.

[CLICK FOR PDF](#)

Social Media

This section is focused on building audiences and interactions within Instagram and Facebook. Promotion across these platforms is the best way to connect with your audience on a consistent basis. Building an audience is the first step in creating a consistent connection with your residents. Whenever you post

on social media make sure you tag Unplug Illinois in your post.



1. Establish your page with high quality photos in your Cover Photo and Profile Picture.

2. Make sure all of the information about your agency* is correct and up-to-date.
(contact info, website, location, description)

3. Take stock of your followers.

It is a good rule of thumb to always try to grow your social media audience. This can be done through Facebook and Instagram promotions. Promotions allow you to build an audience by paying to show your page to people who have never seen it before. These “Like Campaigns” are the easiest way to build your social media audience from zero or to help drastically increase your audience from your current following.

Social Media

4. Develop a posting schedule.

The more frequent you are with your posts the more engaged your followers are with your page and the brand/benefits of your park and recreation agency.

5. Do not settle for lower quality posts.

Prioritize High-Quality Content. High-quality content consistently drives stronger engagement than basic text-only updates. Whenever possible, include a compelling image or a link that features a strong visual element in every social media post. Give your audience something they can interact with — whether that's directing them to your Instagram page, promoting an upcoming park event, or encouraging them to learn more about a program. Even if your message is primarily text-based, always attach a high-quality photo. Eye-catching visuals are far more likely to capture attention and inspire engagement than text alone. High-quality

digital images are available in the Transformation Kit Image Library.

6. Build an interaction campaign.

Giving your audience a competition based on interaction is an easy way to gain great engagement on your page. It also gives you free content i.e. "Send in your pictures of how you unplug at [PARK AND RECREATION AGENCY OR FACILITY NAME HERE] and our favorite picture will get a free pass to the movie in the park at [PARK OR FACILITY NAME HERE]." Once you have your entries you can (with permission) repost the photo and give your audience another engaging post that demonstrates the value your agency* offers.

7. Develop your own Hashtag.

Example #Unplug[YOUR TOWN]

Sample Social Media Posts with Facts

Unplug Illinois is a statewide public awareness campaign dedicated to expressing the importance of local park and recreation agencies. Join [PARK AND RECREATION AGENCY OR FACILITY NAME HERE] and Unplug Illinois on Saturday, July 11 as we celebrate Unplug Illinois Day statewide. Unplug from your devices and join us at [PARK AND RECREATION AGENCY OR FACILITY NAME HERE] for a day of unplugged and engaged fun.
#HowDoYouUnplug. #unplugillinois

On average, kids spend over seven hours a day in front of a screen. Unplug Illinois gets families to unplug and get out to their local park and agency* to help them stay active for a healthier, happier life!
#HowDoYouUnplug #unplugillinois

Saturday, July 11 is Unplug Illinois Day! Unplug from your electronic devices and spend the day at [PARK OR FACILITY NAME HERE] with your friends and family! [PARK AND RECREATION AGENCY OR FACILITY NAME HERE] is the perfect place to unwind, have fun and unplug.
#HowDoYouUnplug #unplugillinois

There is so much to do at the [PARK AND RECREATION AGENCY OR FACILITY NAME HERE]. Join us on Saturday, July 11 as we put down our devices and get outside and appreciate everything [PARK AND RECREATION AGENCY OR FACILITY NAME HERE] has to offer!
#HowDoYouUnplug #unplugillinois

Sample Social Media Posts with Facts

Join us on Saturday, July 11 as we unplug and get outside to celebrate Unplug Illinois Day. Join us and park and recreation agencies across the state as we get active and healthy. Celebrate Unplug Illinois Day at [PARK OR FACILITY NAME HERE].

#HowDoYouUnplug #unplugillinois

Looking for a way to get active and healthy? Turn your phone off and get outside on Saturday, July 11 as we celebrate Unplug Illinois Day at [PARK AND RECREATION AGENCY OR FACILITY NAME HERE]. Celebrate with your neighbors at [PARK AND RECREATION AGENCY OR FACILITY NAME HERE] and residents throughout Illinois as we unplug and enjoy everything local park and recreation agencies have to offer.

#HowDoYouUnplug #unplugillinois

Did you know that only 20% of Americans get enough exercise on a daily basis? One of the easiest ways to exercise is to visit one of your local parks. Plug into activity and exercise. Unplug with us at [PARK AND RECREATION AGENCY OR FACILITY NAME HERE] on July 11 and enjoy Unplug Illinois Day.

#unplugillinois

Childhood obesity has doubled in the past 30 years, and has quadrupled in adolescents. Plug into recreation and plug into fun at [PARK OR FACILITY NAME HERE] on Saturday, July 11 to get outside, play and enjoy local parks. #unplugillinois

Sample Social Media Posts with Facts

Staying active isn't always easy, but when there is access to great local parks, it's easy to unplug from electronics and plug into getting outside and being active. Visit [PARK OR FACILITY NAME HERE] today! How do you #unplug #unplugillinois

On average, children spend more than seven hours in front of a screen each day, outside of school and homework. Unplug Illinois is about getting people to unplug and to get active, visit their local parks and stay active for a healthier life. Join us at [PARK OR FACILITY NAME HERE] on Saturday, July 11 to get outside for Unplug Illinois Day! #unplugillinois

Unplugging has been proven to help us feel more energized, improve our sleep and improve our quality of life. Take a moment to plug into activity and unplug from technology. How do you unplug? #unplugillinois

Unplug those devices! Visiting a local park for 60 minutes a day can improve brain function, stimulate your mind, boost creativity and relieve stress. Plug into relaxation and exercise with us on Saturday, July 11 at [PARK OR FACILITY NAME HERE] for Unplug Illinois Day. #unplugillinois

Sample Social Media Posts with Facts

Plugging into your local park and participating in community events brings the community closer together. Get plugged into your community on Saturday, July 11 at [PARK OR FACILITY NAME HERE] to get active and celebrate Unplug Illinois Day! #unplugillinois

An overabundance of screen time can be habit forming, making it more difficult for children and adolescents to break the habit over time. Plugging into local parks and communities is a great way to break the screen habit and keep kids active. #unplugillinois

Plugging into the outdoors has many different health benefits including boosting the immune system, providing the daily dose of vitamin D and boosting focus and creativity. Join us at [PARK AND RECREATION AGENCY OR FACILITY NAME HERE] for Unplug Illinois Day on Saturday, July 11 and unplug with [PARK AND RECREATION AGENCY OR FACILITY NAME HERE]! #unplugillinois

Templates & Content: Examples & Resources

Contact Heather Weishaar for access to the following
downloadable templates and content: Heather@ilipra.org | 708-588-2280

Sample Press Release for Unplug Illinois Day

CLICK FOR DOWNLOAD



For Release: [Time Here]
[Date]

[AGENCY] Rolls Out Unplug Illinois Campaign Unplug Illinois Day is July 11, 2026

[DATE, PLACE] — [AGENCY] announced that it will participate in Unplug Illinois Day Saturday, July 11, 2026.

Unplug Illinois is a statewide movement from Illinois Park & Recreation Association designed to get people to “unplug” from electronic devices--and plug in to active play opportunities at park, recreation, and conservation agencies across Illinois.

Unplug Illinois promotes healthier lifestyles, sustainable environments, thriving economies, and engaged communities. The campaign also promotes the benefits of parks to making communities stronger.

The new [COMMUNITY NAME] campaign [FEATURES—FILL IN ACTIVITIES HERE]—and runs from [DATE to DATE].

[QUOTE FROM AGENCY EXECUTIVE DIRECTOR].

The benefits of unplugging from technologies drives people to plug in to community, plug in to activity and plug in to friends. Unplugging has been shown to help improve quality of life, help you feel more recharged every day, help you sleep better, and improve your interpersonal communication.

"Parks, recreation and conservation professionals understand how valuable unplugging is. Our members' daily mission is to encourage communities to engage with one another through expertly designed programs and services," Suzi Wirtz, IOM says. "The Unplug Illinois initiative puts it front and center on Saturday, July 11. I hope all of Illinois will take advantage of the activities and programs in your local community and connect with family and friends—by ‘plugging into’ these experiences!

Visit unplugillinois.org to learn about events happening in your area.

ABOUT IPRA

Established in 1944, the Illinois Park and Recreation Association serves over 3,000 park, recreation, and conservation professionals throughout the state, and is a national leader in providing premier education, networking, and resources. For more information about IPRA, its board and mission, please visit the IPRA website: www.ilipra.org

Sample Press Release for Unplug Illinois Day

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ABOUT UNPLUG ILLINOIS

Unplug Illinois is a public service campaign designed to help park and recreation agencies communicate the value “unplugging” offers people and communities. The Unplug Illinois campaign raises visibility and awareness of the environmental sustainability, wellness, and the economic impact park, recreation, and conservation agencies have on the communities they serve.

###

Contact:

[NAME]

[PHONE]

[EMAIL]

[ADDRESS]

Park and Recreation Agency Template Release

CLICK FOR DOWNLOAD



For Release: [Time Here]
[Date]

Illinois Park and Recreation Association Rolls Out Unplug Illinois Campaign Unplug Illinois Day is July 11, 2026

[DATE, PLACE] — On Saturday, July 11, people throughout Illinois will ditch their electronic devices and plug in to fun and activities at their local park and recreation agencies. Unplug Illinois Day promotes parks as a place to play, and the value that parks and recreation bring in creating healthier communities.

[Unplug Illinois](#) Day encourages people to get out, unplug, play and engage with one another through experiences at local park and recreation agencies. Whether a person is biking with friends on local trails, playing a sport, or taking in a class, Illinois is home to thousands of park and recreation facilities that can help people live a happier and healthier life.

“Quote on Unplug IL in community”

The benefits of unplugging from technologies drives people to plug in to community, plug in to activity and plug in to friends. Unplugging has been shown to help improve quality of life, help you feel more recharged every day, help you sleep better, and improve your interpersonal communication.

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ABOUT UNPLUG ILLINOIS

Unplug Illinois is a public service campaign designed to help park and recreation agencies communicate the value “unplugging” offers people and communities. Unplug Illinois encourages people to get out, unplug, play and engage one another through their local park and recreation agencies.

###

Sample Proclamation

How to use and submit a proclamation:

A proclamation is an official designation of an event. Proclamations are a great way to educate the public about a specific issue and an effective tool for gaining public recognition of your event because it carries the full support of a key government official in your state or community.

For city proclamations, a mayor, city manager or city marshal may be the person to sign. Identify who in your municipality would be the right person to contact. Most governments require a six to eight-week lead time to review proclamations.

[CLICK FOR DOWNLOAD](#)



Proclamation

Unplug Illinois Day

July 11, 2026

Whereas, on Saturday, July 11, 2026, all across Illinois, people will put down electronic devices and “unplug” to enjoy everything that local park, recreation, and conservation agencies have to offer; and

Whereas, “Unplug Illinois Day” is a public service campaign designed by Illinois Park & Recreation Association, to help the state of Illinois and (Participating Community) communicate the value “unplugging” offers to residents; and

Whereas, on average children spend over seven hours a day in front of a screen outside of school and homework; and

Whereas, studies have shown that unplugging is essential to maintain a healthy life; and

Whereas, 80% of Americans don’t get enough exercise on a daily basis; and

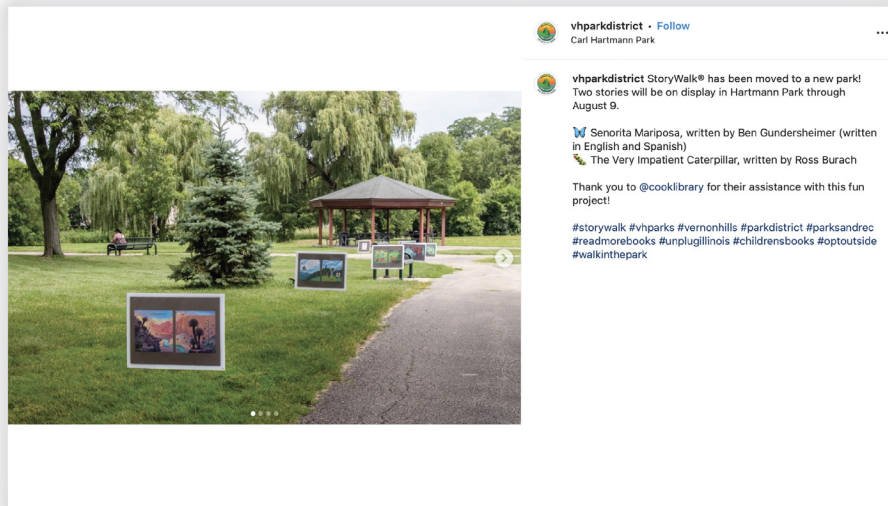
Whereas, 43% of Americans age 18 to 29 use their smartphones for at least four hours per day; and

Whereas, unplugging at (Participating Agency) parks and facilities is one of the most convenient ways to stay active and get exercise; and

Therefore, I, (Name), Mayor of (Participating Community), Illinois do hereby proclaim July 11, 2026, to be “Unplug Illinois Day” in the City of (Community) and encourage all citizens to participate in this opportunity to unplug from their electronic devices and visit (Participating Community Agency).

What Others Have Done

Social Media



What Others Have Done

Marketing Materials, Glencoe Park District

ADULT FITNESS



plug INTO GROUP FITNESS CLASSES

Start your fitness routine today or add in a new class to spice up your regular workout! All classes take place in the Takiff Center, unless otherwise stated. It is recommended that students bring their own mat to all yoga classes for hygienic purposes.

* Indicates non-punch card class (advance registration required).

INTERVAL TRAINING WITH CRIS
Try a fun combination of muscle conditioning and high energy cardio designed to shape your body. Open to every fitness level.

HATHA YOGA WITH ALISON
Increase your strength, stamina, and flexibility. Classes teach the basic yoga poses which are adapted to your skill level.

JAZZ DANCE* WITH JULIE KAPLAN
Enjoy great music and dance combinations in this choreographed class. Recommended for dancers with modern, jazz or ballet experience. Abs and core work are included. This is a non-punch card class; registration is required.

MOVING WITH WEIGHTS WITH MARIANNE
This low-impact progressive cardio and weights program strengthens, improves muscle tone and increases bone density. You will burn calories while increasing your upper and lower body strength.

WERQ WITH JUDY & BARI
WERQ is the fiercely fun dance fitness workout class based on pop, rock, and hip hop music taught by Certified Fitness Professionals. The WERQ warm up previews the dance steps used in class and the WERQ cool down includes balance and yoga-inspired poses.

BALANCE BOARD YOGA
This class is a fun, challenging yet accessible Vinyasa style class. Practice a straight forward, well rounded flow that incorporates use of balance boards. Learn to move from the center of the body to strengthen your core. Find better balance, greater range of movement and get ready for stand-up paddle this summer at Glencoe Beach! Class size is limited - early arrival is recommended.

plug INTO A ROUTINE

WITH REGISTERED CLASSES

ROWING FUNDAMENTALS WITH SANDY
Get introduced to our rowing machines and learn the proper rowing form. With individual attention and a focus on form, you'll be sweating as you learn!

ROW & GO WITH SANDY
Instructors will combine rowing intervals with dynamic sculpting exercises for the perfect balance of cardio and strength training. This heart-pumping, sweat-drenched, total-body burn is as fun as it is effective. New to rowing? Don't sweat it - we'll teach you everything you need to know. Register for an 8 week session or use your fitness punch card.

YOGA BEGINNER SERIES WITH REACH YOGA
The Yoga Beginner Series is here for those who have never (or barely) tried yoga. For four weeks, you and a group of other new students will learn basic poses and sequences. Expect an introduction to the basic poses of yoga at a pace appropriate for people who are new to the practice, plenty of description and instructional commentary to accompany each pose that you learn. By the end of the series, you will be ready to confidently participate in Level 1 classes.

NORDIC TRAIL WALKING MEETS AT TAKIFF CENTER
Stay fit with low impact Nordic Trail Walking! This program will take participants on group walks throughout Glencoe and will incorporate progressive instruction. Walking poles are provided.

CLASS	AGE	DAY	DATES	TIME	LOCATION	R/NR FEE	ACTIVITY
ROWING FUNDAMENTALS	15+	M	1/9-3/20	6:30-7:15 AM	TAKIFF CENTER	\$198/216	317604-01
ROW & GO CIRCUIT	15+	TU	1/10-3/21	9:45-10:30 AM	TAKIFF CENTER	\$198/216	317604-02
ROW & GO CIRCUIT	15+	SU	1/15-3/26	8:15-9 AM	TAKIFF CENTER	\$198/216	317604-03
YOGA BEGINNER SERIES	18+	TH	1/12-2/2	8-9:15 AM	TAKIFF CENTER	\$56/56	317608-01
YOGA BEGINNER SERIES	18+	TU	2/7-2/28	6:30-7:45 PM	TAKIFF CENTER	\$56/56	317608-03
YOGA BEGINNER SERIES	18+	SU	2/26-3/19	10-11:15 AM	TAKIFF CENTER	\$56/56	317608-02
NORDIC TRAIL WALKING	18+	TH	3/2-3/23	6-7 PM	TAKIFF CENTER	\$40/48	317607-02
NORDIC TRAIL WALKING	18+	SU	3/5-3/19	11 AM-12 PM	TAKIFF CENTER	\$30/38	317607-01

AGES 18+
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unplug GLENCOE

FITNESS PUNCH CARD

To join a class, you may register for a class or purchase a Fitness Punch Card. Fitness Punch Cards must be purchased in person before your first class. You may use a Fitness Punch Card or pay the daily drop-in fee (\$20).

- You must register for a Fitness Punch Card and sign a waiver.
- Punch cards expire five months from date of purchase.
- Students who do not own a Fitness Punch Card must pay a drop-in fee and sign a waiver prior to class, each time they attend.
- Fitness Punch Cards are non-refundable and non-transferable.
- A photo will be taken for newcomers.

Fitness punch cards can now be renewed online. Classes are subject to cancellation. Times and instructors are subject to change based on enrollment. Senior is age 65 and older. Students must register in person at the Takiff Center with a valid photo ID. Drop-in fees must be paid prior to attending class.

OPTIONS	R/NR FEE	SENIOR R/NR FEE
10 punch	\$165/180	\$148/163
20 punch	\$276/302	\$250/274
30 punch	\$345/379	\$305/345
6 months	\$660/726	\$592/654

DROP IN FEE: \$20/class
(Waiver must accompany fee)

plug INTO YOUTH FITNESS

YOUTH ROWING

Put the iPad down and get into a fun and innovative youth rowing class. Whether you see a future on the crew team or you are just looking for a fun and challenging way to stay active, this class is for you. Instructors will focus on individual attention and proper form to ensure safety as well as enjoyment and exercise.

KIDS YOGA WITH HELEN'S PERFORMING ARTS CO. ✨
Your child will love to stretch, relax, and meditate as he/she learns basic yoga poses. Through fun animal poses and movements, children will work on breathing and balance, and become body aware through games and yoga activities! Class time includes a healthy parent-provided snack. Instructor will pick up children from South and walk to class. NO CLASS: February 17, March 31, April 14.

CLASSES SUBJECT TO CHANGE. For an up-to-date schedule, please visit www.glencoe.parkdistrict.com

* Non-punch card class. Requires advanced registration or drop-in fee of \$20 per class.

PUNCH CARD & REGISTERED CLASSES CLASSES START THE WEEK OF JANUARY 9							
MONDAY	6:30-7:15 AM	Rowing Fundamentals with Sandy	ACTIVITY: 317603-01	\$198/216			
	9:15-10:45 AM	Hatha Yoga with Alison					
	11 AM-12 PM	WERQ with Judy					
TUESDAY	8:20-9:20 AM	Moving with Weights with Marianne					
	9:45-10:30 AM	Row & Go Circuit with Sandy	ACTIVITY: 317603-03	\$198/216			
WEDNESDAY	8:15-9:15 AM	Interval Training with Cris					
	6:30-7:30 PM	Balance Board Yoga					
THURSDAY	8:20-9:20 AM	Moving with Weights with Marianne					
	9:30-10:30 AM	Gentle Yoga with Britt					
	9:30-10:30 AM	Balance Board Yoga					
	9:40-11 AM	Jazz Dance* with Julie	ACTIVITY: 317601-01	\$256/288			
FRIDAY	11 AM-12 PM	WERQ with Bari					
SUNDAY	8:15-9 AM	Row & Go Circuit with Sandy	ACTIVITY: 317603-02	\$198/216			



What Others Have Done

Marketing Materials, Wheeling Park District



The flyer is titled "unplug at the park!" in a playful, handwritten font. The word "unplug" is in black and "at the park!" is in green. There are small illustrations of a bird and a flower. Below the title, a paragraph describes the events: "This summer unplug with the Wheeling Park District at your neighborhood park! These close-to-home events with FREE activities and entertainment are all about engaging with family, friends and neighbors in beautiful outdoor surroundings. Get to know the benefits of parks and recreation close to home." A red banner with a plug icon says "WEDNESDAYS 6:00 - 8:00 PM". The flyer lists seven events with dates, park names, and addresses. Each event includes a brief description of the activity. At the bottom, there is a purple banner with the website and phone number. A small illustration of a bird is in the bottom right corner.

unplug at the park!

This summer unplug with the Wheeling Park District at your neighborhood park! These close-to-home events with FREE activities and entertainment are all about engaging with family, friends and neighbors in beautiful outdoor surroundings. Get to know the benefits of parks and recreation close to home.

**WEDNESDAYS
6:00 - 8:00 PM**

Date	Park Name	Address	Activity
JUNE 19	CHILDERLEY PARK	506 McHenry Road	Balloon Artist: Take home a balloon twisted into a unique, fun shape.
JUNE 26	HORIZON PARK	385 Schoenbeck Road	Face Painter: Kids can have their faces painted.
JULY 10	HUSKY PARK	1100 Lee Street	Miss Jaime: One of Chicagoland's favorite children's performers presents an interactive show featuring music and songs.
JULY 17	NORTHSIDE PARK	220 Glendale Street	Kite Flying: Make your own kite and watch a professional kite flyer in action.
JULY 24	MEADOWBROOK PARK	425 Nancy Lane	Chicago Bubble Show: Bubbles big and small are part of this interactive show.
JULY 31	HERITAGE PARK	109 Community Boulevard	Jeanie B: While her music is exhilarating and fun, it also teaches children about themselves and about the world.

Children spend more than 7 hours a day in front of a screen. (Rideout et al., 2010)

**www.wheelingparkdistrict.com
847-465-3333**

What Others Have Done

Marketing Materials, Wheeling Park District



Template Ads

Template ads that can be customized with agency logos are available for download.

- **3.5x2 Page**
- **Quarter Page**
- **Half Page**
- **Poster**

[CLICK FOR DOWNLOAD](#)

Image Library

Images are available for download should agencies wish to use them in marketing and social media.

[CLICK FOR DOWNLOAD](#)

Approved Headlines

Plug into Play!

Plug into Teamwork!

Plug into Creativity!

Plug into Expression!

Plug into Friendship!

Plug into Adventure!

Plug into Nature!

The word "into" is not capitalized in the headlines.

Use an exclamation point.

Headline font is Museo Slab 900.

The tracking should be zero/neutral and the leading should be tight (36pt type with 33pt leading, for example).

Guidelines



1. Add your logo, using a vector format if possible. Try to visually match the size and spacing of the other two logos.



2. Use a version of your logo designed to be placed on a background.



3. If such a logo version is not available, use your logo on a white background.

Guidelines



If you have Adobe Illustrator or InDesign, you can change the image. Use the images found in the kit's image library.

If you use your own imagery, make sure it is a high-quality, professional image with an emphasis on people benefiting from parks.

Don't alter the size of the image box.

If you have Adobe Illustrator or InDesign, you can change the headline. Use one of the pre-approved "Plug into____" variations.

Don't alter the size of the headline area.

Don't alter the content below the headline (aside from adding your logo).

Guidelines



Keep the images in the ad full color, unless the ad is running in a black and white placement.

Headline font is Museo Slab 900. Keep the headline color white. The tracking should be zero/neutral and the leading should be tight.

Shown here: 36pt type with 33pt leading.

Green Background Color Formulas

<u>Print</u>	<u>Web</u>	<u>Hex</u>
C 75	R 65	#41ad49
M 5	G 173	
Y 100	B 73	
K 0		

Templates & content downloadable from:
ILipra.org

Request login from Heather Weishaar / Heather@ILipra.org

Questions?

Contact Heather Weishaar

Illinois Park & Recreation Association

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