

## **MAILCHIMP USERS:**

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## **NON-MAILCHIMP USERS:**

### **Subject:**

**Let's Give our Kids a Voice and Get Them Back On the Field!**

### **Email body:**

**We can get our kids back on the fields soon if we all work together!**

I'm sure you've all seen the recent [WhitePaper study](#) Surf Cup Sports released last week. It turns out this is the first primary study on youth sports during COVID and we have generated a lot of interest from the media, politicians, and youth sports organizations around the country. [The San Diego Union-Tribune](#) ran the article on Saturday, the [LA Times](#) picked it up on Sunday and this week we will present the study on several radio and tv programs. Further, the ECNL released its own [compelling data](#) on the harmful impact of kids not playing youth sports and that study is also gaining national attention. We have a unique opportunity to capture this momentum, expand this study throughout California, and provide youth-specific data to the Governor and decision-makers throughout the State.

We're asking the entire youth soccer community to rally together to get our kids back on

the fields. In order to elevate our message, we've created the [Kids 1st Campaign](#). The goal of Kids 1st is to prioritize the mental and physical health of our kids as we battle through COVID. Kids 1st will focus on collecting more data on the safety of outdoor sports, driving awareness of the facts, and creating multiple pilot programs throughout California to generate a road map for the safe return to the sports we love.

## **We need 2 items from our soccer community to help create success:**

**1. [Sign the Kids 1st Official Petition](#)**- The goal is 300,000 signatures by the end of August. **Surf Cup Sports will contribute \$1 for every official petition supporter up to 10,000. All funds will be used to enhance research on youth soccer safety during COVID. We need every soccer family and club to support this!**

Petition - <https://www.change.org/kids-1st-campaign>

**2. Post on Social about the Kids 1st Campaign, to share visit: <https://www.kids1stcampaign.com/share>**

After months of stagnation, we finally have some momentum. City, County and State leaders are starting to listen. Our case is strong and we are all connected to this cause. Let's unite and give our kids a voice!

Thank you for your help,