MEDIA KIT
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National Youth Sports Day History

NCYS has presented National Youth Sports Day since 2013. NCYS and the Congressional Youth Sports Caucus have historically hosted a physical activity Expo in the Rayburn House of Representatives Office Building on Capitol Hill in Washington, D.C. in July to recognize NYSD. During these events, NCYS members hosted physical activity stations where members of Congress and their staff had the opportunity to engage in sports activities and learn about issues in youth sports directly from grassroots organizations. The Department of Health and Human Services added NYSD to its National Health Observances calendar. Many groups across the country joined in.

A Congressional Briefing was held in 2019 designed to introduce elected officials to NCYS’ Policy Platform and to elicit support. Last year, NCYS hosted a Hill Day where NCYS and its member organizations met with 26 Congressional Member offices. The purpose was to advocate for Congress to assist youth sports organizations through the creation of an economic stabilization fund of $8.5B for youth sports providers that solved gaps with the CARES Act. NCYS requested Congressional Members to support the COVID-19 Youth Sports and Working Families Act introduced by then-Rep. Max Rose.

National Youth Sports Day is an evolution of our history. Whereas most of the previous engagement occurred on Capitol Hill in Washington, D.C., NYSD 2021 provides a platform for organizations across the nation to tout the important youth development work they are doing through sports. We’re pleased this year to provide the resources to help tell your story.
About the National Council of Youth Sports

The mission of NCYS is to unite and lead our community to realize the positive power of youth sports. We believe that all youth deserve the right to play; deserve physical, psychosocial, academic and leadership outcomes; deserve to play in safe spaces; and deserve high-quality, sports-based youth development led by trained coaches.

Youth sport is a means to promote and achieve the nation's health and well-being goals by creating healthier youth, protecting against risky behaviors, developing transformational leaders and globally minded graduates. NCYS works to be THE solution center for developing and curating trustworthy training, tools, resources, applied research and shared learning to unify and advance youth sports.
Twitter Graphics

A GREAT DAY TO PLAY!
November 13, 2021

PRESENTED BY
NCYS YOUTH SPORTS

A GREAT DAY TO PLAY!
November 13, 2021

PRESENTED BY
NCYS YOUTH SPORTS
We’re teaming up with @youthsportsNCYS and youth sports organizations across the country to celebrate the power of play. Join us at (name of park/gym/field) on Saturday Nov. 13 for a day of (football/basketball/baseball/etc.) and fun. It's a Great Day to Play! #NationalYouthSportsDay
When our children play, they win in ways a scoreboard can’t measure. Join us on Saturday Nov. 13 at (name of park/gym/field) to celebrate the power of play with @youthsportsNCYS and youth sports organizations across the country. It’s a Great Day to Play! #NationalYouthSportsDay
We believe every child has the right to play sports in a diverse, equitable, inclusive, supportive and safe environment. That’s why we’re teaming up with @youthsportsNCYS and other youth sports organizations on Saturday Nov. 13 to celebrate #NationalYouthSportsDay
If you need us on Saturday Nov. 13, we'll be at (name of park/gym/field) watching our children laugh, learn and grow. It's what happens when they play. Come celebrate them and #NationalYouthSportsDay with us. It's a Great Day to Play! @youthsportsNCYS
Sample Media Release

(Your organization) teams with National Council of Youth Sports to celebrate National Youth Sports Day

(Your organization) believes that every young person has the right to participate in sports in a diverse, equitable, inclusive, supportive and safe environment. We understand the importance and benefits of youth sports, and we witnessed the negative impact when fields and courts were closed due to the COVID-19 pandemic, which is why we have dedicated ourselves to providing opportunities for the young people in our community to play.

We share this belief in the power of play with the National Council of Youth Sports so we are proud to team with NCYS and youth sports organizations across the country to celebrate National Youth Sports Day on Saturday, November 13. This day will unite us with communities from coast to coast and highlight what we all do best - give young people the chance to play.

“(Quote from your organization’s designated representative).”

We will celebrate by (describe your activities for the day). We invite everyone who cares about our youngest athletes to join us at (your location) from (time) to (time) to cheer on our children and support our volunteers and sponsors, who give so generously of their time and talent. National Youth Sports Day is a great day to play!

About (your organization)
(Brief description of your organization’s mission. Include your website address.)
About the National Council of Youth Sports (NCYS)
The mission of NCYS is to unite and lead communities to realize the positive power of youth sports. NCYS members comprise many of the *Who’s Who* in the youth sports industry. The NCYS membership includes national community-based organizations, local unaffiliated community-based organizations, National Governing Bodies, Parks & Recreation Departments and Destination Marketing Organizations. NCYS member organizations serve some 60 million youth registered in organized sports programs in every state and U.S. Territory. Learn more at [https://www.ncys.org](https://www.ncys.org).

*For more information, contact* (your organization’s representative) *at* ([email address]) *or* (phone number).

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Media and Community Outreach

There are plenty of things you can do to spread the word about National Youth Sports Day, increase participation and receive recognition for your contributions to the community before and after the event. A few ideas:

1. Post on social media early and often. Use our graphics and text or create your own. Go beyond Twitter and Facebook to Instagram, TikTok and Snapchat. That’s where the young people live!
2. Create posters to hang at your park, field or gym. Let your young athletes use their imaginations to draw their favorite sports moment or what they love most about sports. Have a contest for the most creative work of art!
3. Alert the media! Local media, especially local television stations, love local stories. Call the sports editor of your local newspaper or website and the sports director of your local TV station. Email them a press release. Ask them to help publicize the event and invite them to attend.
4. Reach out to the athletic departments at local high schools and colleges. They can be a great source of volunteers in search of community service hours. You might even recruit some new coaches!
5. Every local team has a Voice of the Lions and Tigers and Bears. Oh, my! Imagine that radio personality serving as the P.A. announcer for a day at your park. That’ll get some new faces out to the ballgame.
6. Every community has an event calendar in multiple places like a daily newspaper, a weekly shopper, an online Facebook group, etc. Get your event listed well in advance of November 13.
7. Contact the mayor’s office and ask if His or Her Honor will declare November 13 as National Youth Sports Day in your community. Provide them our Sample Proclamation so there’s no heavy lifting on their part.
8. Take photos and videos of your NYSD events and share them to our Facebook page: https://www.facebook.com/ncys.org. We love to hear your success stories. When it comes to giving our youth a chance to play, we’re all in this together.