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Play Day RVA to celebrate Richmond region's opportunities for active play

Richmond, VA – On Thursday, September 21, the greater Richmond region will celebrate Play Day RVA with activities throughout the area to celebrate the opportunities that exist to get out and play in our community. Dozens of employers, local governments, schools, and community organizations will participate by hosting events that integrate playful activities into daily life and spread awareness of the value of active living.

Play Day RVA is presented as part of the Playful Region initiative to keep kids, families, and communities active, playing and healthy. In June, each of the Richmond region's nine jurisdictions [became designated as a 2017 Playful City by KaBOOM!](#), a national non-profit organization dedicated to bringing balanced and active play into the daily lives of all kids. The coordinated effort by the region's local governments made the Richmond region the first Playful Region in the country. The Capital Region Collaborative is working with community partners to leverage the designation to connect play to education outcomes, health statistics, and built environment plans.

"We're proud of the regional commitment to playability, a subject that connects across our region's eight priority areas – from education and quality place, to the James River and healthy communities," said Ashley Hall, Manager of the Capital Region Collaborative.

On September 21, partners have agreed to create simple ways to get people up and moving for Play Day RVA and to share their experiences on social media using #PlayDayRVA. Planned events range from simply scheduling walking staff meetings to organized efforts to promote access to play in underserved communities. Additional employers or community organizations interested in hosting a Play Day RVA event are encouraged.

To find out more about why play matters and Play Day RVA, as well as a list of public events and participating partners, please visit www.capitalregioncollaborative.com/play-day-rva/.

News media outlets are requested to promote Play Day RVA through their community event calendars and social media up through and on September 21. Members of the media interested in covering the day-of activities are invited to contact Ashley Hall at the Capital Region Collaborative as noted above.

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[The Capital Region Collaborative](#) engages local government, business, and community stakeholders in a process of identifying, prioritizing, and implementing actions that will enhance the quality of life in the greater Richmond region, which includes the Town of Ashland, the City of Richmond, and the Counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan.

Examples of Play Day RVA events

The following examples represent the dozens of events scheduled for Play Day RVA. For a complete list of public events and participating partners, please visit www.capitalregioncollaborative.com/play-day-rva/.

Children's Museum of Richmond

The Children's Museum of Richmond will offer half-price admission for adults at the Central location on Broad Street on September 21, where they will provide special programming on the floor that integrates the National Institute of Play's Seven Types of Play.

Virginia Restaurant, Lodging & Travel Association

The Virginia Restaurant, Lodging & Travel Association is hosting the 2nd Annual Richmond Cornhole for College Tournament at the Capital Ale House in Innsbrook. The event is open to the public, benefits the VRLTA Education Foundation Scholarship Fund, and includes Virginia craft beer and great food. Additional information and signups can be found online at www.vrlta.org.

Federal Reserve Bank of Richmond, CarMax, Fit4Kids, and Bellevue Elementary School

Volunteers from the Richmond Fed and CarMax will serve as "Recess Coaches" at Bellevue Elementary School in the City of Richmond. Recess represents an essential, planned respite from rigorous cognitive tasks. After recess, students are more attentive in class and better able to perform cognitively. It also helps young children to develop social skills that are otherwise not acquired in the more structured classroom environment. In partnership with Fit4Kids, volunteers will lead students in fun, physically-active, and meaningful play during recess. Additional volunteers will help spruce up the school's "outdoor classroom."

Confirmed hosts and participants

- Activation Capital
- Active RVA Certified schools and companies
- Town of Ashland
- buyRVAart
- Capital One
- CarMax
- ChamberRVA
- Channel 12
- County of Charles City
- County of Chesterfield
- Children's Museum of Richmond
- City of Richmond
- Convergent Technologies Group
- Creative
- Dominion Energy
- Federal Reserve Bank of Richmond
- Feedmore
- Fit4Kids
- Floricane
- Genworth
- County of Goochland
- GRTC
- County of Hanover
- County of Henrico
- The Hodges Partnership
- James River Association
- Junior Achievement
- Lewis Ginter Botanical Garden
- Maymont
- County of New Kent
- Next Up
- County of Powhatan
- Project Yoga Richmond
- Retail Merchants Association
- Reynolds Community College

- Richmond Association of REALTORS
- Richmond Region Tourism
- Richmond Regional Planning District Commission
- Richmond Times-Dispatch
- RVA Chiropractic & Wellness
- RVA Clean Sweep
- RVA Paddlesports
- Science Museum of Virginia
- Smart Beginnings Greater Richmond
- Sportsbackers
- The Community Foundation
- University of Richmond
- Venture Richmond
- Virginia Commonwealth University
- Virginia Department of Conservation and Recreation
- Virginia Hispanic Chamber of Commerce
- Virginia Outside
- Virginia Restaurant, Lodging & Travel Association
- X-Team Fitness
- YMCA of Greater Richmond
- YWCA Richmond