

JOIN THE IMAGINATION FOUNDATION'S

2014 GLOBAL CARDBOARD CHALLENGE



WHAT IS THE GLOBAL CARDBOARD CHALLENGE?

This fall, the **Imagination Foundation** invites the world to participate in our **3rd Annual Global Cardboard Challenge**. Inspired by the short film, **'Caine's Arcade'**, the Global Cardboard Challenge is a worldwide celebration of child creativity and the role communities can play in fostering it. In the month of September, kids are challenged to create and build out of cardboard, recycled materials and imagination. Then on **October 11th, 2013**, celebrating the anniversary of the flash mob that came out to make Caine's day, communities will come together and play.

CAINE'S ARCADE: FROM A MOVIE TO A MOVEMENT

'Caine's Arcade' tells the story of a chance encounter between filmmaker Nirvan Mullick and Caine Monroy, a 9-year-old boy who spent his summer vacation building an elaborate cardboard arcade inside his dad's East Los Angeles auto parts shop. On the last day of summer, Nirvan stopped in to buy a door handle, and became Caine's first customer. Amazed by the boy's creativity, Nirvan decided to organize a flash mob of customers to come down to the arcade to surprise Caine and make his day.

The resulting 11-minute film has been widely cited as one of the most inspirational stories of 2012. The **Christian Science Monitor** calls it a "great American story," and **Wired Magazine** writes, "It's a sweet story that brings viewers back to a time of potent imagination and creativity." "Caine's Arcade" has received over 8 million views, trended worldwide on Twitter, gathered a Facebook community of 130,000+ fans, and launched a movement to foster creativity and entrepreneurship in kids everywhere.

ENGAGING KIDS AROUND THE WORLD IN CREATIVE PLAY

Our **2013 Global Cardboard Challenge** had over **90,000 participants** from **49 countries** including Chile, Rwanda, Thailand, and Bosnia and Herzegovina. Kids designed and built arcade games, gadgets, castles, robots, rocket ships - anything they could dream up. They practiced collaboration and creative problem solving, and learned about math, engineering, design thinking, sustainability, social entrepreneurship and more along the way. Events also raised funds for a variety of causes, including local food banks, community gardens, library and school programs, childhood cancer research, gorilla habitats and our Imagination Foundation. This fall, the **2014 Global Cardboard Challenge** will once again engage kids all over the world in **Creative Play**. Help us make it bigger and better!

WHY WE DO IT

We put on the Global Cardboard Challenge because it:

- engages children in Creative Play
- fosters creativity, ingenuity, resourcefulness, perseverance and teamwork
- gives children an opportunity to explore their interests and passions, and make things that have an impact on others
- provides a platform for communities to actively foster and celebrate child creativity
- increases global happiness and makes for a happier, more playful world!

CELEBRATE A 'DAY OF PLAY' ON OCTOBER 11, 2014

This year's Global Cardboard Challenge will kick off in September and culminate in day of play on **October 11th, 2014**. Please save the date, and join the Imagination Foundation's global community of parents, educators, and business and nonprofit leaders who are dedicated to fostering creativity in kids around the world. To sign up to **Host a Cardboard Challenge**, please contact: alice@imagination.is

ABOUT THE IMAGINATION FOUNDATION

The mission of the Imagination Foundation is to find, foster and fund creativity and entrepreneurship in children around the world to raise a new generation of innovators and problem solvers who have the tools they need to build the world they imagine. For more info, visit: www.imagination.is

Imagine the world we can build!

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FAQ

Why should I host a Cardboard Challenge?

Because creativity and creative thinking are critical skills for the future. And because it's fun! By hosting a Cardboard Challenge, you are joining our global community of parents, teachers, and business and nonprofit leaders who are helping us realize our mission of fostering creativity and entrepreneurship in kids.

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What Is Creative Play?

Creative Play is a process of play that results in the creation of an original artifact that a child has made. It begins with inspiration, and culminates in the sharing of a child's creation in a meaningful public context. Creative Play engages a child's creative faculties and helps to teach a number of 21st century skills.

When Is the Global Cardboard Challenge?

Our 3rd Annual Global Cardboard Challenge kicks off in September and culminates in a global day of play on October 11th, 2014, commemorating the flash mob that came out to make Caine's day in the short film. You can plan your Challenge to take place over the entire month of September, with multiple days for kids to design and build (and explore different parts of the creative process!), or as a one-day event on Oct 11th - it's up to you.

NOTE: If you are unable to host your event on a Saturday, just choose a day around October 11th that works for you. Hint: maybe Friday?

How do I host a Cardboard Challenge?

Hosting a Cardboard Challenge is simple and fun! All you need is a location (e.g. a classroom, local park, backyard, driveway, community center), kids (show them 'Caine's Arcade' to get them inspired), cardboard and recycled materials, and some imagination.

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A Cardboard Challenge can happen in school or outside school. If you're a parent, host one in your backyard with friends and family, or team up with a local school, business, nonprofit or other community organization. If you're an educator, organize a Cardboard Challenge with your class, or get the entire school school involved. You can also host a Challenge for the kids in your after-school club or youth organization or through your company.

Head over to www.cardboardchallenge.com to register for the 2014 Global Cardboard Challenge.

How can my school participate?

Any school, organization, or individual can host and organize a Cardboard Challenge. Save the date for October 11th, 2014 and get the Cardboard Challenge on the calendar before school lets out. Be sure to check out the our Global Cardboard Challenge Resources (scroll to the bottom) and share with your school, teacher, principal, superintendent, and/or other parents to help bring the Global Cardboard Challenge to your community this fall.

How do I fundraise?

If you'd like to use your Cardboard Challenge to fundraise for the Imagination Foundation, please do! You could also fundraise for another organization of your choice. One popular method is to sell "fun passes" at your event, for community members to purchase.

Are there any guidelines for promoting my Cardboard Challenge?

Just a few below. The rest is up to you!

Naming Your Event

As there may be multiple events in a city, it's a good idea to name your Challenge something specific, e.g. [Your Organization's] Awesome Cardboard Challenge or '[Your Organization's] Cardboard Arcade Extravaganza, etc.., If you are thinking about hosting a large city-wide event, email hello@imagination.is to see if there is already an event being planned in your city.

Raising Money

Cardboard Challenges are not-for-profit. If you sell Fun Passes, tickets, etc, proceeds can be used to raise money for school programs or donated to a charity or nonprofit. Past Cardboard Challenge events have either been free or raised funds for various great causes, including local food banks, community gardens, library and school programs, childhood cancer research, gorilla habitats and the Imagination Foundation!

Imagine the world we can build!

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Promotional materials

Make sure any poster/fliers/press release include language about the Imagination Foundation and the Global Cardboard Challenge, and a link to www.imagination.is. It can be as simple as: "Part of the Imagination Foundation's 2014 Global Cardboard Challenge." or "Part of the 2014 Global Cardboard Challenge - Presented by the Imagination Foundation, _____, and You!" www.imagination.is"

Ready to get started? Sign up to receive Organizer Updates. Have questions? Email hello@imagination.is.

If we can't host on October 11th, can we still participate?

Of course! For the 2014 Global Cardboard Challenge, we've chosen Oct 11th, 2014 to celebrate the anniversary of the flash mob that came out to make Caine's day. If you can't do your event that Saturday, just choose a day on or around Oct 11th that works for you and your school/organization

What is the mission of the Imagination Foundation?

The Imagination Foundation was inspired by the global response to the 'Caine's Arcade' short film. We're a nonprofit with a mission to find, foster and fund creativity and entrepreneurship in children around the world to raise a new generation of innovators and problem solvers who have the tools they need to build the world they imagine. Learn more about our projects below.