



NEWS RELEASE

FOR IMMEDIATE RELEASE – June 11, 2019

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KEEP KIDS ACTIVE IN COVINGTON THIS SUMMER WITH PLAY UNPLUGGED

Covington, WA – This summer, the City of Covington is partnering with the Covington Chamber of Commerce and the Kent School District once again to bring the free Play Unplugged program to elementary-aged kiddos in the community.

Play Unplugged is all about encouraging kids to put down their electronics so they can get out and play. It all begins with providing the right kind of motivation -- the kind that gets kids playing and active without them even knowing it. This motivation is based on the Play Unplugged Brag Badge. Local businesses sponsor activities that earn Brag Badges like swimming, volunteering, painting, hiking, picnicking, and much more.

Kids who complete every activity by the end of summer will not only earn bragging rights, they will also receive a free 3-month Youth Aquatic Membership to the Covington Aquatic Center. The overall goal of the program is to help kids reengage with the real world, help parents plan a fun and exciting summer and give much needed visibility to local businesses.

The program is open to elementary-aged kids (roughly 6-12 years old) in the Covington community, including homeschoolers. Beginning June 15, participants can pick up a free Play Unplugged lanyard at Covington City Hall or the Covington Library to start collecting badges. Participants will also be honored at the Fall Festival event on Sept. 21 at noon.

Parents can check out the new Play Unplugged Covington Facebook Page at www.facebook.com/playunpluggedcovington to keep up-to-date with new sponsors and activities as they are added, special event details and highlights of the program.

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