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**READY SET PLAY: KEEPING KIDS ACTIVE AND PROMOTING LOCAL BUSINESSES
IN COVINGTON ALL SUMMER LONG**

Covington, WA – This summer, the City of Covington is partnering with the Covington Chamber of Commerce to once again bring the free Ready Set Play program to elementary-aged kiddos in the community. The program will also be a great tool to help increase foot traffic and awareness for participating businesses as pandemic recovery gets underway.

Ready Set Play is all about encouraging kids to stay active once school is out and summer is here while also benefitting the local businesses who participate. This year, around 25 local businesses are sponsoring Brag Tags, which are tags that kiddos will earn for completing challenges like swimming, volunteering, painting, hiking, picnicking, and much more.

Kids are provided with a list of participating businesses and the unique challenges to complete. Part of completing each challenge is visiting the participating businesses to pick up the correlating Brag Tag earned for completing it. Businesses who have participated in the past have indicated that this increases foot traffic into their business and often converts into active customers. It also helps increase awareness by linking participants with businesses they may not know existed before joining the program and visiting the location to pick up tags.

Kiddos who complete every activity by the end of summer will not only earn bragging rights, they will also receive a prize pack filled with goodies! After prize pack pick-up, parents are also eligible to enter a drawing for a parent prize, as they often actively participate in the program by helping the kiddos, bringing them to different locations, and having fun, too!

The program is open to elementary-aged kids (roughly 6-12 years old) in the Covington community, including homeschoolers. During the week of July 5, participants can pick up a free Ready Set Play lanyard during designated times at Covington Community Park as well as at several of the participating business locations (details available on the website soon). The program wraps up on Labor Day, September 6.

Parents can check out the Ready Set Play webpage for details, participating businesses, challenges and lanyard locations at www.covingtonwa.gov/readyssetplay and the Ready Set Play Facebook page at www.facebook.com/readyssetplaycovington to keep up-to-date with new activities as they are added, special event details and highlights of the program.

The Ready Set Play program was developed in partnership by the City of Covington and the Covington Chamber of Commerce in 2019. The program also ran in 2020, but adjusted to fit social distancing guidelines at that time. The program is free to participating kids, but proceeds from participating businesses go to the Covington Chamber of Commerce and benefit their business programs and outreach.

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