



M/12/23
Monaco, 17 March 2023

To: **MEMBER FEDERATIONS**
Copy: Council Members
Executive Board Members
Commission Chairpersons
Area Associations
Dentsu Athletics

Re: **Kids' Athletics Day – MF and Area Challenges**

Dear all,

Following Circular M/08/23 about how to join our Kids' Athletics Day celebrations on 7 May, we are pleased to provide details about the Member Federation (MF) and Area Challenges which have been introduced this year to add some excitement and incentive to the day.

Our goal in 2023 is to see the highest ever level of participation in Kids' Athletics Day across our Member Federations and Area Associations. We are looking for your support to help us achieve this goal and encouraging Kids' Athletics Day engagement through the MF and Area Challenges, which are detailed below.

MF Challenge: the winner will be the MF with the best Kids' Athletics Day participation measured by a combination of participation numbers, social media engagement levels and overall innovation.

- Participation: will be measured based on the number of Kids' Athletics Day participants relative to membership and population.
- Social media engagement: will be based on engagements with posts using the official hashtag. So please make sure you share pictures and videos of your celebration on your MF accounts by using the hashtag **#KidsAthleticsDay** and tagging **@WorldAthletics**
- Innovation: will be judged on the original and exciting ways in which you bring Kids' Athletics Day to life and get kids moving (i.e., use of social media/digital, use of local athletes, new event formats, etc.).

The following prizes will be awarded to the MF Challenge winner:

- US\$10,000 one-off Kids' Athletics MF Challenge award to be used to promote and activate Kids' Athletics in your country.
- Visit from a "superstar" will be organised to assist in the promotion of Kids' Athletics.
- Digital assets to use on social media and your website to highlight successfully being nominated the "Kids' Athletics Member Federation Challenge winner 2023".

Area Challenge: the winner will be the Area Association with the best participation based on a cumulative score of the participating MFs in each Area using the same measures as the MF Challenge (as described above) and considering the activities undertaken by the Area to promote Kids' Athletics Day.



Additionally for the Area Association to be eligible we ask that they submit a case study on how they supported Kids' Athletics Day and/or showcase examples or activities organised by MFs in the Area. Area Associations will need to fill in the official Area Challenge reporting form. The following prizes will be awarded to the Area Challenge winner:

- US\$10,000 one-off Kids' Athletics Area Challenge award to be used to promote and activate Kids' Athletics at an Area Championships.
- Digital assets to use on social media and your website to highlight successfully being nominated the "Kids' Athletics Area Challenge winner 2023".

Timeline and Conditions:

- Kids' Athletics activity/events to be held between the dates 1 May and 21 May 2023
- Valid MF entries must use the official MF reporting form (click [here](#) to access the form). To access the form, you will need to use your World Athletics email address i.e. 3-letter-code@mf.worldathletics.org
- Valid Area Association entries must use the official Area Association reporting form (click [here](#) to access the form). To access the form, you will need to use your World Athletics email address i.e. continent@aa.worldathletics.org
- Entries/reporting form closes 23.59 CET on 22 May 2023.

More valuable information on how to join Kids' Athletics Day 2023 can be found in our [toolkit](#) and at kidsathletics.org. In addition, to access the recent Kids' Athletics Day Member Federation Information Session please click [here](#).

Finally, please contact Cat O'Sullivan at kidsathletics@worldathletics.org if you have any questions and also to let us know in advance your plans so that we can promote and showcase MF and Area activities.

We look forward to celebrating Kids' Athletics Day with you!

Kind regards,

A handwritten signature in black ink, appearing to read "Jon Ridgeon".

Jon Ridgeon
Chief Executive Officer