

28<sup>th</sup> Annual

# Kids Day in the Park

## Get Your Game On!

11 a.m. - 3 p.m. Saturday, April 29, 2017  
Hagan Community Park  
2197 Chase Drive  
Attendance: 5,000



### MISSION

Kids Day in the Park is a festival geared to families of small children. A fun day of activities for small children and their families, it is also a health and resources fair with providers on hand to engage parents and provide information. Target group is children 12 and younger and their parents. Kids Day has been a favorite Rancho Cordova special event for 27 years. This year, Kids Day is celebrating healthy bodies and good sportsmanship, so *Get Your Game On!*

### COLLABORATORS

Kids Day in the Park is a broad partnership of health, education and service providers in the community. Players include Cordova Recreation and Park District, Sacramento County, Folsom Cordova Unified School District and healthcare providers such as Kaiser Permanente and Molina Healthcare. In 2016, more than 120 exhibitors participated, with each providing a free activity for children at their booth. This is a volunteer-powered event.

### ATTENDANCE

Kids Day in the Park is a longstanding event which has evolved with new partners. The Cordova Community Council is the event producer. Event admission is free. Food and beverage are available at modest prices. 2016 attendance was 5,000.

### PUBLICITY

Kids Day is marketed to the community through local media, social media and 20,000 high-quality flyers distributed through the schools and preschools throughout Rancho Cordova. Online parenting websites and publications are also utilized.



Planning cycle begins in January, with sponsor deadlines for collateral materials, including publicity flyers, programs and volunteer gear (t-shirts) March 24. Event marketing begins April 1. Kids Day in the Park has enjoyed strong support in the local media and colorful post-event coverage.

### SPONSORS

Kids Day in the Park is a wonderful gathering of our community's youngest children and their parents, all in search of a fun day together. Along the way they receive information to lead healthy, happy lives in Rancho Cordova. If healthy, happy kids is your mission, Kids Day in the Park is your event.