



Reach Out and Play 2024 Community Event Toolkit





Community Event Toolkit



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Reach Out and Play Event Overview



Overview

Ageless Innovation's Reach Out and Play initiative, sponsored by AARP, is designed to create meaningful social connections for older adults by bringing people of all ages together through the power of play. From senior living communities and community centers to living rooms and kitchen tables, Reach Out and Play Board Game Events of all shapes and sizes will be held nationwide all year long, with a large concentration in the fall and winter timed to Grandparents' Day and throughout the holiday season. By hosting your own Reach Out and Play Board Game Event, you will inspire your community to build new memories and connections, together!

Getting Started

It's as simple as choosing your date and securing your venue! And that venue could be anything from a senior living community to a senior center, or anything in between.

Next, check out the rest of this Reach Out and Play event toolkit, which includes helpful information about how to register your event, event tips, how to promote your event with media and on social media channels, and much more.

Choosing Games

Board and card games are a great way to bring people together! Any games can be played at your Reach Out and Play event. Consider the ages and abilities of your guests, and if you are hosting peer to peer and/or guests of all ages to ensure you have games appropriate and enjoyable for everyone.

Looking for inspiration? The Joy for All™ Board and Card Games are designed to meet the needs and interests of older adults and encourage intergenerational play. These games also feature age-inclusive components such as easy-to-grasp game pieces, increased font size, and trivia and references that cater to players of all ages. Explaner videos showcasing how to play each game can be found [here](#).

Interested in adding Joy for All™ Games to your event?

Visit <https://joyforall.com/pages/board-games> and use code **GAMES20** to receive a 20% discount!

Questions? Reach out to your contact at Ageless Innovation
or email us at ReachOutandPlay@AgelessInnovation.com



How to Register Your Event



Whether you are hosting a Reach Out and Play Event in a senior living community or the broader community, add your event to the Reach Out and Play calendar listings portal at aarp.org/agelessplay. Events of all shapes and sizes are taking place nationwide throughout 2024, and the portal helps track what is happening where so consumers can find opportunities to join, and see the industry coming together to combat social isolation and loneliness, especially among older adults.

Before you register, make sure you have key event details set:

- ✓ Lock in your date
- ✓ Secure your venue/room/space
- ✓ Determine event capacity
- ✓ Decide if your event is open or closed to the broader community
- ✓ Establish a lead contact person
- ✓ Organize a registration process/platform to provide information and track guests
(This process for your event is at your discretion/however you have managed events before, e.g. sign-up sheet, RSVP via email/phone, RSVP via your web site, Eventbrite, etc.)

Register your event

Join the Reach Out and Play initiative and reach a broader audience across your community by registering your event with us! The calendar listings portal hosted at aarp.org/agelessplay will be searchable to help consumers find any event near them.

1. Complete this [Submission Form](#). Be sure to include all required information, add your logo, and hit submit.
2. Once reviewed, your event will be posted to the calendar listing page (aarp.org/agelessplay) within 3 business days
3. Your calendar listing will link out to your event registration page or include contact information for your event registration process

If you have any questions or need help with your form, get in touch with your contact at Ageless Innovation, or email us at ReachOutandPlay@AgelessInnovation.com



Reach Out and Play Board Game Event Tips

Spread the word

- Announce your event across all social media channels, in newsletters and direct mail, and share media alert with local media to encourage calendar listings

Enlist help so people are available to:

- Welcome guests
- Capture content (photos and videos) of the event
- Visit tables to help guests with game play, answer any questions

Choose your games

- Consider the ages and abilities of the guests you expect, and choose board and card games that are inclusive and enjoyable for all
- Have enough games onsite for guests to choose from, and keep the fun going by switching to play new ones
- Looking for something new? Check out the Joy for All™ [board](#) and [card](#) games, which are designed for the needs and interests of older adults, and to encourage intergenerational play

Be prepared

- Script the host's opening and closing remarks as it's easy to get caught up in the moment
- Create a shot list and task someone with capturing photos and video content throughout the event
 - Check out the Social toolkit within this document for content ideas!
- Post a photo waiver at the check-in table so guests approve to be photographed; consent to content being shared on social media and proactively shared with media. Take a picture of the display for your records
 - You can find a sample photo waiver within this event toolkit
- Know how to play each of the games so you can explain, and answer any questions from your guests
- If playing Joy for All™ games, learn how to play by watching these explainer [videos](#).

Set tables up for success

- Many games (including Joy for All™ Board Games) recommend 2-5 players or teams
- Space tables out so guests aren't overwhelmed by game play and noise from nearby tables
- Print extra rule cards for each game to leave on tables
- Include a tent card on each table with key information about sharing content on social media
 - If playing Joy for All™ games, include the QR codes to the explainer videos, and discount code to purchase – GAMES20 will give guests 20% off
 - A sample tent card is included at the end of this toolkit

Determine how the games will be available to guests

- Will they choose one as they check in to bring to their table?
- Will games be available somewhere to switch and try a new one?
- Will a selection of games be available on each table to encourage continued play?

Snacks!

- A great board game event keeps guests full and hydrated. Consider dietary needs and restrictions to provide choices for all guests

If you are **giving the games away** at the end of the event, have a clear process in place to ensure guests leave happy whether they won or not. It's up to your discretion! Some ideas:

- Donate the games to the community center hosting your event
- Put a sticker or "golden ticket" under a seat at each table



Meet the Joy for All™ Games!



Board games are a great way to bring people together. The Joy for All™ Board Games are reimagined classics that meet the needs and interests of older adults – a perfect way to encourage peer to peer and multigenerational play! These games feature age-inclusive components, such as easy-to-grasp game pieces, increased font size, and trivia and references that cater to players of all ages.

If you choose to play the Joy for All™ games at your Reach Out and Play Board Game Event, watch the explainer [videos](#) to teach you and your guests how to play, so that you can get the fun started.

To support Reach Out and Play Board Game Events, Ageless Innovation is offering 20% off all Joy for All™ Games with discount code **GAMES20** to inspire inclusive play. You can purchase games [here](#).

Keep guests engaged while sparking fun, conversation, and connection with games like:



The Game of Life Generations invites players to “pick a generation and play!” The newly imagined version features the Greatest Generation, Baby Boomers, Generation X, Millennials, and Generation Z. Players travel a life path infused with humorous cultural and lifestyle references and experiences unique to each generation.



Scrabble Bingo includes 3-Games-in-1, with two new ways to play, *Scrabble Bingo* and *Scrabble Pass*, plus *Classic Scrabble*. Most notable is the introduction of new easy-to-grasp tiles, specially designed to be easier to handle and see during play. The brand-new *Scrabble Bingo* adds a Bingo flair to the traditional game, while *Scrabble Pass* incorporates a 30-second sand timer, encouraging constant action during gameplay.



Trivial Pursuit Generations taps into fans' enduring love of the hallmark *Trivial Pursuit*, and features generation-specific trivia. Using the six traditional categories, 1,500 all new questions are segmented by the Greatest Generation, Baby Boomers, Generation X, Millennials, and Generation Z. An additional deck is dedicated to personal trivia where players bond over sharing personal memories in this fun and interactive twist on a fan favorite.



Past & Present Pairs offers players the opportunity to “share and compare” the past and present with beautifully illustrated cards featuring pictures of iconic people and objects from yesterday and today. The competitive and conversational tabletop card game will open doors to valuable discussions, sparking personal stories and pleasant memories, while players create new ones with their loved ones.



Players can remember, reminisce, and create a timeline of personal memories with *Lifetime Lineup*, a card game depicting historical events and memorable moments that have taken place throughout the players' lifetime. Users can pick and choose the memory cards that resonate best with their past experiences, and can customize additional cards, to create a personalized timeline of their lives.

Games are available for purchase at JoyforAll.com.



Reach Out And Play FAQ

What is Reach Out and Play?

Reach Out and Play is an initiative from Ageless Innovation designed to create meaningful social connections for older adults by bringing people of all ages together through the power of play. As a sponsor of Reach Out and Play, AARP is bringing the initiative to life by hosting board game events across the country throughout 2024.

Together, Ageless Innovation and AARP invite organizations, businesses and partners to join this initiative by hosting their own Reach Out and Play events.

Anyone can host a Reach Out and Play event – even just at home with your friends and family!

How can I host a Reach Out and Play event?

Anyone can host a Reach Out and Play event!

For organizations looking to host an event either within your senior living community or for the broader community, we've prepared this Reach Out and Play Event Toolkit to give you all the tips, tricks and tools you'll need from start to finish.

And everyone can Reach Out and Play at home, too! Pick your date, invite your friends and family over, and play some of your favorite board games! Just make sure that the games are a fit for the ages and abilities of your guests.

Where can Reach Out and Play events take place?

Reach Out and Play events can take place everywhere! It's all about bringing people together. Organizations may choose to host events at senior living communities, senior centers and community spaces, or even their offices or with any other partners. But we encourage friends and family to create their own Reach Out and Play events at home, too!

How do I share information about a Reach Out and Play event?

If you are an organization looking to host a Reach Out and Play event, please contact ReachOutandPlay@AgelessInnovation.com or add your event to the calendar listings portal [here](#). Looking to further promote your event with local media or on your social media platforms? You'll find more help for that in this Reach Out and Play Event Toolkit.

You will also have to organize your own guest registration process, based on whatever works best for your organization. The AARP calendar listing will provide information on how to RSVP to your event (e.g. web link, email contact, etc.). The RSVP process for your event is at your discretion/however you have managed events before, (e.g. sign-up sheet, RSVP via email/phone, RSVP via your web site, Eventbrite, etc.).

Whether you are hosting a partner event, throwing your own event at home with friends and family, or attending an event, we encourage everyone to help us raise awareness for the Reach Out and Play initiative and its goal of promoting social connection, especially with older adults, by sharing the fun on your social media channels! Please tag @AgelessInnovation and use #ReachOutandPlay so we can engage with you! We'll also be using #EndLoneliness to raise awareness.

How can I find out about Reach Out and Play events in my area?

To find a Reach Out and Play event near you, visit aarp.org/agelessplay. And if you don't see one in your area, check out the rest of this toolkit for tips on how to throw your own event at home with friends and family!

How much does it cost to host a Reach Out and Play event?

There is no fee to host a Reach Out and Play event.

However, as you plan your event you should keep in mind potential costs such as event space, food and beverages, potentially purchasing new games to play, etc.

What types of games might we play at a Reach Out and Play event?

Any games can make for a great Reach Out and Play event. Whether you choose old classics or new favorites, a few things to keep in mind:

- ✓ Consider how many people you expect at your event to ensure you either have games that everyone can play at once, or enough games for everyone to choose from.
- ✓ Consider the ages and abilities of your guests and choose inclusive games everyone can enjoy.
- ✓ Looking for something new? Check out the games from Joy for All™, which are designed to meet the interests and needs of older players, and fun for all ages to enjoy together.

Do I need to use Joy for All Games for a Reach Out and Play event?

You can use any games to host a successful Reach Out and Play event! Do keep in mind the ages and abilities of your guests to ensure you have game options that everyone can play and enjoy.

If you are looking for something new, you can check out the Joy for All™ Board Games [here](#). The board games – *The Game of Life Generations*, *Scrabble Bingo*, and *Trivial Pursuit Generations* – are reimagined classics designed to meet the interests and needs of older adults, and to encourage multigenerational play. Each game features age-inclusive components, such as easy-to-grasp game pieces, increased font size, and trivia and references that cater to all players.

Joy for All™ also offers card games (found [here](#)) – *Lifetime Lineup* and *Past & Present Pairs* – designed to create a flow of conversation that encourages players to bring back memories while creating new ones.

How do I purchase Joy for All Games?

To purchase Joy for All™ Games please visit <https://joyforall.com/pages/board-games> or <https://joyforall.com/pages/memory-card-games>. Use code **GAMES20** to receive 20% off!

How do I play Joy for All Games?

All of the Joy for All™ Board and Card Games come with directions, and you can watch the explainer videos [here](#), which walk you through how to play each game.



Logo Usage Guidelines



Do

- Keep logo level
- Leave empty space around the logo equal to the height of the “R” in “Reach”
- Use black and white for printing if necessary.



Do Not

- Rotate or distort the logo
- Change the transparency of the logo
- Tint or alter the coloration of the logo
- Shrink the logo to the point any part of the logo becomes unreadable



Download the logo [HERE](#)

If you have any question about the Reach Out and Play logo or how to use it, please contact us via ReachOutandPlay@AgelessInnovation.com



PR Strategy Template



Overview

If you have committed to hosting a Reach Out and Play board game event, this document is meant to help you elevate the profile of your event to encourage participation, and drive awareness both for the issue of social isolation and loneliness, especially among older adults, as well as how you are involved.

Toolkit

Leverage the materials throughout this event toolkit to provide a deeper understanding of the issue and the initiative, as well as assets to help tell the story. You'll find:

- Reach Out and Play messaging
- And if you are playing Joy for All™ board and card games, you will find product details, rule sheets and explainer videos, as well
- For lifestyle images and videos of peer to peer and multigenerational board game play, please contact ReachOutandPlay@AgelessInnovation.com

Need anything else? Reach out to your contact at Ageless Innovation, or email ReachOutandPlay@AgelessInnovation.com – we're here to help!

Suggested Strategy

Local Media Outreach

Once your event details are set, engage local media to share your involvement with the campaign. Set up the need, noting how social isolation and loneliness impact older adults, and why/how you are getting involved with the Reach Out and Play initiative to make a difference in your community. Share event details with broadcast and radio stations, online and print publications that cover your organization and/or local happenings. Consider local podcasts and social media influencers as well!

Recommended angles:

- Storytell the initiative, and the impact social isolation is having on your own community, and how the Reach Out and Play Board Game Event is a positive step with national reach
 - Opportunity to leverage existing assets within the toolkit
- Encourage media to share event details to raise awareness and drive attendance
- Invite media to attend the event

- Share event success afterwards, including unique content captured from the event and guest testimonials
- Leverage organization spokesperson for interview opportunities; and if anyone is interested in speaking with Ageless Innovation about the national initiative, reach out to your contact or email us at ReachOutandPlay@AgelessInnovation.com.

Social Support

Ageless Innovation and AARP will be posting content across social media channels leading up to and through the Reach Out and Play Board Game Events, utilizing hashtags #ReachOutandPlay and #End-Loneliness. Proactively share content about your involvement in the campaign and details of your event. You may also repost media placements (national and local) and/or content from Ageless Innovation and AARP to ensure key messages are shared with your fans/followers/networks.

Conversational Touchpoints

Beyond the campaign and your event details, consider timely news hooks to generate media interest and follow up opportunities, such as:

- Mother's Day (May 12), Father's Day (June 16), Grandparents' Day (September 8), and more!
- "News of the day" such as new research or announcements about the epidemic or the initiative
- Continue a conversation from other news/updates/events in your organization or community

Do's and Don'ts for Engaging Media Onsite

If you have secured media to attend your event, here are a few tips to ensure a smooth interaction:

EVENTS: DO'S

- Keep in mind that absolutely everything is "on record" when speaking with media. Assume that anyone you're speaking to or in earshot of may be media or may repeat what you say to media or on social.
- Remember, repetition = retention. Reinforce your key brand messages whenever possible.
- Remember to speak on behalf of the brand as a representative versus giving your personal opinion on a question.
- Remember that you're in control. Ask for what you need to be successful, even if it's just a moment to collect your thoughts.
- Study up. While you are able to refer to your notes when speaking to products, we don't want to make it obvious we're reading from a paper. Memorize campaign messaging and product details, prior to the event so you can answer questions confidently.
- Have fun! This is the perfect time to provide press with the information they need to spread the word about your brand in coverage, to colleagues, and on social. It's also a great way to meet the media & build your own personal relationships for the future!
- Before you start, ask the reporter what editorial they're working on in the future. This will help you customize your pitch to align with what they need for meaningful coverage.
- Take notes! Between interviews & event activities, give yourself a second to write down important follow up notes (name of publication/ reporter, upcoming editorial plans, campaign details they expressed interest in).
- Ensure you have consent from event guests to be captured in photos and video, and share any quotes or testimonials with media (and on social media channels).

EVENTS: DON'Ts

- Try to answer a question you do not know the response to or are uncomfortable answering. It is okay to say "I'm not sure. Let me write that down & get back to you as soon as the event is over." Never say "no comment."
- Refer to or mention specific competitors. Keep the conversation focused on the Reach Out and Play initiative and Joy for All Board Games (if you are using them).
- Be afraid to address something you may feel you stated incorrectly earlier in the conversation. It's completely OK to say, "I'm sorry, I misspoke about that point earlier. Let me rephrase that." Or "I'd like to revisit that comment actually."
- If you need backup or more information, you can refer media to contact us at ReachOutandPlay@AgelessInnovation.com to answer any additional questions.



Ageless Innovation's Approved Messaging



Reach Out and Play Campaign

- Ageless Innovation's Reach Out and Play initiative, sponsored by AARP, is designed to create meaningful social connections for older adults by bringing people of all ages together through the power of play.
- Sponsored by AARP, Ageless Innovation's Reach Out and Play campaign will create a series of Board Game events nationwide all year long, with a large concentration in the fall and winter timed to Grandparents' Day and throughout the holiday season, encouraging multigenerational play, with a focus on older adults.
- Inspire play across generations with the newest offerings from Ageless Innovation's Joy for All™ Games - reimagined classic board games designed to meet the needs and interests of older adults, including *The Game of Life Generations*, *Scrabble Bingo*, and *Trivial Pursuit Generations*.
- Play is Ageless, and any time is a good time to Reach Out and Play – from community centers and senior living communities to living rooms and kitchen tables.
- Visit aarp.org/agelessplay to learn about Reach Out and Play events near you.

Ageless Innovation / Joy for All™ Games

- Ageless Innovation is a global company devoted to reimagining how we positively live and age together through the power of play, through its Joy for All™ product line, which includes an award-winning line of animatronic companion pets and card-based games.
- Ageless Innovation's Joy for All™ products have been shown to combat loneliness, social isolation, and forms of cognitive decline as well as improve overall wellbeing.
- As Hasbro's first-ever licensee dedicated to enhancing the lives of older adults through play experiences, Joy for All™ redesigned three classic board games to meet the needs and interests of older adults, and to encourage multigenerational play among families.
- *The Game of Life Generations*, *Scrabble Bingo*, and *Trivial Pursuit Generations* feature age-inclusive components, such as easy-to-grasp game pieces, increased font size, and trivia and references that cater to players of all ages.

Partner Messaging

Healthcare Segments (Departments of Aging, provider settings, etc.)

- Ageless Innovation's Reach Out and Play initiative, sponsored by AARP, is inspiring meaningful social connections for older adults by bringing people together through the power of play.
- Throughout 2024, the Reach Out and Play campaign, sponsored by AARP, will host Board Game events across the country, and Ageless Innovation encourages you to bring the fun to your community, as well.
- Rally people of all ages to come together and inspire play across generations with the newest offerings from Ageless Innovation's Joy for All™ Games - reimagined classic board games designed to meet the needs and interests of aging adults, including *The Game of Life Generations*, *Scrabble Bingo*, and *Trivial Pursuit Generations*.
- Get inspired! Find a Reach Out and Play Board Game event near you at aarp.org/agelessplay and share the fun with #ReachOutAndPlay.

Retail

- Throughout 2024, Ageless Innovation's Reach Out and Play initiative, sponsored by AARP, will bring people of all ages together through the power of play, focusing on creating meaningful connections for older adults.
- Ageless Innovation's Reach Out and Play campaign, sponsored by AARP, will host Board Game Events across the country throughout 2024. For information on how you can join the fun visit aarp.org/agelessplay
- Inspire play across generations with the newest offerings from Ageless Innovation's Joy for All™ Games, reimagined classic board games designed to meet the needs and interests of older adults, including *The Game of Life Generations*, *Scrabble Bingo*, and *Trivial Pursuit Generations*.



Social Media Tool Kit



Help Ageless Innovation and AARP build excitement for the Reach Out and Play initiative and raise awareness about the importance of social connection for all generations, especially older adults! By sharing your Reach Out and Play Board Game Event across your social media channels, we can inspire even more people, families, and communities to rally together against social isolation and loneliness through the power of play!

Campaign Website: aarp.org/agelessplay

Tag @AgelessInnovation, @JoyforAll, and @AARP across platforms!

Sample Post Copy

Reach Out and Play to help us combat the epidemic of social isolation and loneliness that affects all generations, especially older adults. We're joining @AgelessInnovation and @AARP by hosting a Reach Out and Play Board Game Event to bring people together – find one near you at aarp.org/agelessplay #ReachOutandPlay #EndLoneliness

We're hosting a Reach Out and Play Board Game Event on <insert date> to bring people together through the power of play! Visit our site to learn how to reserve your spot, or check out aarp.org/agelessplay to find one near you. #ReachOutandPlay #EndLoneliness

Did you know that 17% of adults over the age of 65 are socially isolated? We teamed up with @AgelessInnovation and @AARP to host a Reach Out and Play Board Game Event – using the power of play to bring people together. The @Joyforall board games were a hit with all ages! #ReachOutandPlay #EndLoneliness

It was all smiles at our Reach Out and Play Board Game Event! More than <insert turnout> guests rallied together yesterday to make meaningful connections through the power of play. Conversations, joy and laughter were enjoyed by all ages as we celebrated ahead of Grandparents Day. Scroll through the fun - can you guess which games sparked the most connection? #ReachOutandPlay #EndLoneliness

Content to Share

Need help with images and videos? Reach out to ReachoutAndPlay@AgelessInnovation.com for content you can share across your social channels, as needed.

Make Your Own Challenges

Make your own content inviting your network to attend your Reach Out and Play Board Game Event, find one near them to attend (via website above) or create their own – at home, at work, in their community – anyone can Reach Out and Play! Make sure you use #ReachOutandPlay to help spread the word!

Sample: “These are the games we’re going to be playing at our Reach Out and Play Board Game Event. Leave us a comment to let us know how you’re planning to use the power of play to help us end social isolation and loneliness, especially among older adults! And check to see if there are other events in your area: aarp.org/agelessplay”

Capture the Fun

We’d love to see how your Reach Out and Play Board Game Event went! Here are some shot list ideas to capture the fun – inspiring plenty of social media content and you can share with us directly at ReachOutandPlay@AgelessInnovation.com.

- ✓ Game play in action – take photos and video of the guests at each table enjoying themselves!
- ✓ Fan favorites – ask guests (individuals, families, friend groups) which games they played, which they liked best, and take photos of them holding the game or video of them sharing what they loved about it
- ✓ Surprise! – if you are giving away any games at the end of the event, capture video as you announce the winner and take a photo of the winners holding their prizes
- ✓ Hosts with the most – video the host’s opening remarks, welcoming guests to the Reach Out and Play event and the goal of combating social isolation through the power of play
- ✓ Diversify the content – Friends, family, roommates, colleagues – celebrate how everyone is coming together to make meaningful connections by celebrating their relationships



This photo waiver should be displayed at entrance points and check in areas, pending the type and layout of your event to ensure content captured can be shared with media or across social channels. Once signage is displayed, take a photo for your files.



There is photography and video recording in this area.

Your presence at this Reach Out and Play event constitutes your consent to be photographed, filmed and recorded, and to the use of your name, voice, images, likeness and performance for public relations and social media purposes.

If you do not wish to be in such photography or video recordings, please inform a member of the event staff.

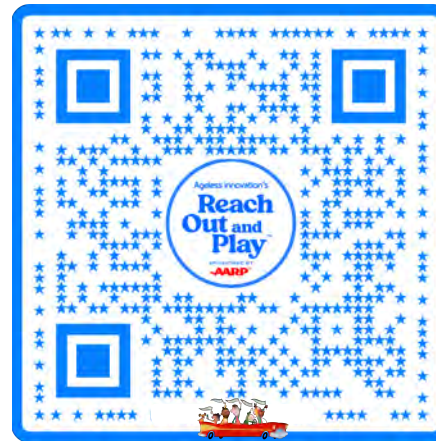
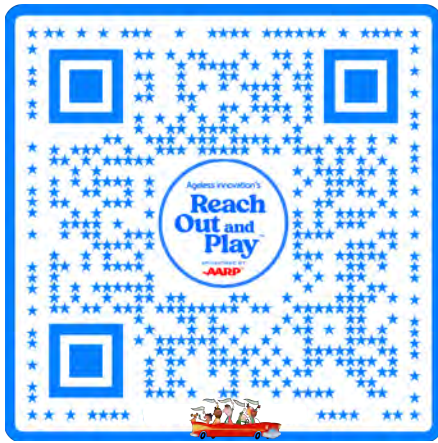
Thank you for your cooperation.



Scan this QR code to watch a quick explanation on how to play each Joy for All™ Board Game!

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Thanks for joining us to **#ReachOutandPlay**

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Enjoying the games?

Continue the fun at home and enjoy 20% off your purchase by visiting JoyforAll.com and use the discount code **GAMES20**

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Fold along dotted lines. Tape or glue along this flap on the inside of three-sided column.