



On air and online...

CBeebies will be leading the way with broadcast – with promotion for the week across CBeebies.

We'll work closely with regional and local BBC TV/radio to help spread the word. And there'll be new content on the Breathing Places website to support the *Green Balloon Club* activity.

Free resources...

We'll give you free, colourful resources to help you theme your activity as a *Green Balloon Club* event. You'll be able to order and download these from June onwards. Resources will include:

Green Star certificates – a certificate for children to take home.

Secret code cards – these codes will let children 'unlock' secret areas on the *Green Balloon Club* website. CBeebies will tell the children to collect the codes, so make sure you have the cards to hand...

Wild Arts booklet – ideas for using stories and the arts to engage children with nature.

Activity sheets and posters – download these from our website.

Stickers – always popular with little people!

Themed booklets – something for adults to take away.



The Event Finder...

Don't forget to enter your events into the Breathing Places Event Finder so that parents and grandparents can find the activity near them.

The Breathing Places Event Finder will be on the massively popular CBeebies website to make it really easy for people to find their nearest event. We'll also encourage people across the UK to visit the Breathing Places website to search for local events.



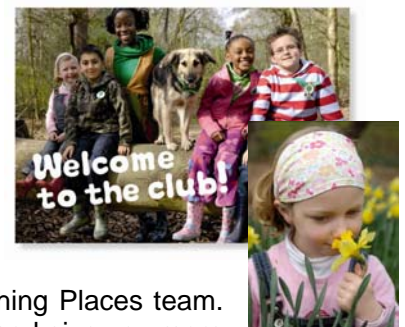
Your events need to be registered on the Event Finder to qualify for free resources. Make sure events are listed by 15 June so that we have plenty of time to promote them.

We'll add a new option, 'Green Balloon Club', to the Event Finder. Make sure you tick this box (available end of March) when you register events so that people will find them when they search.

The BP Event Finder can be found at www.breathingplaces.org. To request a copy of our simple 'how to' guide, email breathingplaces@bbc.co.uk with 'Event Finder' in the subject line.

A legacy

Green Balloon Club Week will be just the start. We're aiming to inspire a new audience to get out and do something for nature. And once they've done that, we hope they'll do something else. Above all we hope the events will inspire the next generation of nature lovers.



Next steps

Speak to your regional Learning Project Manager or the central Breathing Places team. We'll answer questions, help you with ideas for child-friendly activities, and give you more information on the available resources and how to order them. To speak to the core team, or to find out who your Learning Project Manager is, email: breathingplaces@bbc.co.uk