All Kids Love...
MUDDY PUDDLES!

Get Your WELLIES Ready!

Celebrate school days with a “WELLY WALK” FUNDRAISER

Jumping in muddy puddles is a demonstration of the simple joys that go hand-in-hand with being a kid, and you’re invited to break in your wellies for a good cause!

Rain or shine, we encourage you to host a “Welly Walk” fundraiser to benefit the Muddy Puddles Project for pediatric cancer research. Every school, club or group that registers to host a “Welly Walk” in the continental US will be automatically entered for a chance to win a visit from Peppa Pig!* 

The Muddy Puddles Project was inspired by Ty Campbell, a little boy who loved Peppa Pig and dreamed of jumping in muddy puddles when his cancer was cured.

In Ty’s memory, we invite you to welcome the new school year in a fun way that embraces Peppa’s favorite activity, while honoring all of the children who are battling cancer and unable to enjoy such simple pleasures.

*See terms and conditions at muddypuddlesproject.org for complete details
Meet PEPPA PIG!
National Jump in Muddy Puddles Day is April 1st

Celebrate by signing up to host a “Welly Walk” fundraiser with the Muddy Puddles Project, and you could meet Peppa Pig in April!

Peppa Pig and the Muddy Puddles Project invite you to celebrate kids being kids in honor of those who can’t. September kicks off a season of muddy puddles and philanthropy that will conclude on National Jump in Muddy Puddles Day, April 1st. We hope you will support this incredible cause by slipping on your boots and jumping in muddy puddles – rain or shine – in honor of those who can’t.

Visit the Muddy Puddles Project on Facebook and Instagram to share your photos!

Be sure to use the hashtags: #muddypuddlesday #peppawellywalk

You could win a chance to meet Peppa and other great prizes!

For those interested in taking extra steps to give cancer the “boot” – register your school, group or club for a “Welly Walk” today! Pledge to raise $50 or more, and one lucky team will win a meet and greet with the Peppa Pig costume character, in addition to four other oinktastic prizes:

- **GRAND PRIZE - MEET PEPPA**
  Pledge to raise $50 by registering to host a welly walk, and you will be automatically entered for the chance to win a meet and greet*

- **PRIZE 1**
  2 Peppa Pig DVDs, 2 Peppa Pig books, and a Peppa Pig plush toy

- **PRIZE 2**
  2 Peppa DVDs, 5 Peppa Pig books, a Peppa Pig plush toy, a Peppa Pig game and a Peppa Pig game

- **PRIZE 3**
  A comprehensive Peppa Pig DVD library, 10 Peppa Pig books, 5 Peppa Pig toys, a Peppa Pig lunchbox, and 2 Peppa Pig games

- **PRIZE 4**
  This is truly considered the ultimate Peppa Pig Prize Pack filled with books, DVDs, games, toys, puzzles, backpacks, and more!

And the greatest reward of all is knowing that your efforts are making an impact in the lives of children with cancer.

*See Terms & Conditions at muddypuddlesproject.org

Why Should You Jump in Muddy Puddles?
Because there are children in hospitals — too many children — who can’t enjoy such simple joys of childhood. We ask you to do this in honor of them. Rain or shine, we hope you will celebrate with Peppa Pig and the Muddy Puddles Project.
How to Host a “Welly Walk” Fundraiser
Thank you so much for your generous time and support of the Muddy Puddles Project. In this kit you will find everything you need to host a successful Muddy Puddles “Welly Walk” in your school district, local preschool or daycare, day camp, or other group, including:

- A step-by-step guide to hosting a “Welly Walk” (see below).
- Creative ideas for ways to enhance your event.
- A sample letter that can be customized and sent home to parents and posted to social media.
- An editable poster that can be printed and hung, or saved as a picture file.

A Successful “Welly Walk” Is Just a Few Steps Away
Listed below is a quick and easy guide to hosting a successful “Welly Walk.” Just follow these simple steps, and you’ll be on your way to helping us stomp out childhood cancer!

- Register at muddypuddlesproject.org to be entered in our Peppa Pig contest.
- Present the concept of hosting a “Welly Walk” fundraiser to your school or organization. Be sure to mention that participating organizations will be eligible to win a visit from Peppa herself, or other great prizes!
- Choose a date to host your walk, and plan your outdoor route.
- Download our customizable letter (included in this kit) and send it home with children to inform parents about the upcoming Muddy Puddles “Welly Walk”.
- Consider setting up a fundraising page online via muddypuddlesproject.org.
- Hang signs and tell local newspapers and media outlets that your students are taking part in the Muddy Puddle Project’s “Welly Walk” Fundraiser to help raise funds for pediatric cancer research.
- Collect cash or checks from participants. Checks should be made out to the Muddy Puddles Project. Cash should be taken to a local bank and converted to a bank check.
- All funds collected should be mailed to: The Muddy Puddles Project
  1787 Route 6
  Carmel, NY 10512
  *Be sure to include the Welly Walk “submit payment” form included in this kit in order to be entered into our Peppa Pig contest.
Keep on Walking, CANCER!

On Your “Welly Walk:” Grab Your Boots and Celebrate Nature

Any walk outdoors opens the door to a world of opportunity to learn about nature.

- Collect leaves and create a lesson around the various types discovered.
- Do a listening exercise and discuss the different sounds in nature.
- Bring a magnifying glass along so children can get up close with nature.
- Use this opportunity to reinforce the importance of understanding the plants around you (point out and steer clear of dangerous berries and poison ivy).
- Discuss the tiny crystals and sediment found in various rocks, and how they were formed.

Have Fun Singing and Jumping in Puddles

Consider fun activities to compliment your “Welly Walk”:

- Sing songs about the weather: “You Are My Sunshine,” “Singing in the Rain,” etc.  
  – We’ve included the words to Peppa Pig’s “Muddy Puddles Song” (see last page).
- Dance in your wellies.
- Hunt for treasures found in nature.
- Create planters out of upcycled wellies.
- See who can jump the farthest, the highest, and who can make the biggest splash.
- Remember that April 1st is National Jump in Muddy Puddles Day. Encourage children to jump in puddles again in April. Share your photos with the Muddy Puddles Project on social media with the hashtag #muddypuddlesday.

Get Your Feet Wet with Fundraising

- Display a boot in each classroom or in the school lobby to collect spare change.
- Ask parents and children to bring in welly-themed baked goods and host a bake sale.
- Provide children with copies of sponsor sheets so they can begin fundraising in advance of the event.
- Decorate your old wellies, and sell them as upcycled garden planters.
**WHY We Walk**

Cancer robs children of their childhood. We walk because every three minutes a child is diagnosed with cancer, and a simple walk in his or her wellies may no longer be a possibility. The Muddy Puddles Project was created as a fundraising platform for childhood cancer research, in order to improve the survival rates for all children diagnosed with cancer.

**Every 3 Minutes a Child is Diagnosed with Cancer**

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**Know the Facts about Childhood Cancer**

- Childhood cancer is the #1 cause of death by disease among children in the US.
- Following accidents, cancer is the second leading cause of death in the US among children ages 5-14.
- One in five children diagnosed with cancer in the US will not survive.
- Sixty-five percent of the children who survive cancer suffer chronic, life-threatening and long-term side effects as a result of receiving treatment at such a young age.
- Fifty years ago, fewer than 10% of children diagnosed with cancer survived long term. Today, that number is almost 80% overall. We have research to thank for this.
- While great progress has been made in curing some childhood cancers, for many others progress has been limited, and for some children there is still very little hope for a cure.
- The types of cancers that develop in children are very different from the types that develop in adults, and the research approaches need to be very specific to these types of cancers.
- Unlike many cancers in adults, childhood cancers are not strongly linked to lifestyle or environmental risk factors. They appear to occur completely at random.

The Muddy Puddles Project reminds parents to embrace the simple joys of childhood in honor of those that can’t, while supporting the TLC Foundation for childhood cancer research.
CELEBRATING KIDS BEING KIDS in Honor of Those Who Can’t

ABOUT THE MUDDY PUDDLES PROJECT (MPP)
The Muddy Puddles Project is a celebration of children and childhood that was inspired by a simple wish from a little boy with cancer. Ty Campbell wanted nothing more than to jump in muddy puddles like his favorite cartoon character, Peppa Pig. His simple wish has motivated parents everywhere to let go of the everyday stress of being a grownup, and find the fun in all things messy. We consider this celebration of childhood as a therapeutic reprieve for parents, and an opportunity for our kids to have more fun while they still appreciate what that means.

Parents everywhere participate by taking photos of instances where they let their children have some extra messy fun, and they post those photos to the MPP Facebook Community along with uplifting stories of inspiration. A series of Muddy Puddle “Mess Fest” events and “Welly Walk” fundraisers also take place each year, and we encourage our supporters to host their own! All proceeds raised through the Muddy Puddles Project are used to fund innovative childhood cancer research through the Ty Louis Campbell (TLC) Foundation.

OUR INSPIRATION
The Muddy Puddles Project was inspired by 5-year-old Ty Campbell (AKA SuperTy), who found great joy watching Peppa Pig and her brother George jumping in muddy puddles during long hospital stays. Ty was a magnetic little boy who loved Peppa and dreamed of the chance to jump in muddy puddles like the beloved cartoon character, but he never got the chance.

At its core, the Muddy Puddles Project is a vehicle to remind parents to stop sweating the small stuff; but it is also a means to raise money for the TLC Foundation in support of pediatric cancer research. After Ty was diagnosed with cancer, his parents committed to finding ways to fund innovative research geared toward safer, more effective treatment options for children.

Find out more at muddypuddlesproject.org
Get Your **WELLIES** Ready for a Chance to Meet **PEPPA PIG**!*  

**THE MUDDY PUDDLES “WELLY WALK”**  
A Community **FUN-draiser to Benefit the Muddy Puddles Project**

Dear Parents:

Jumping in muddy puddles is a demonstration of the simple joys that go hand-in-hand with being a kid! And just like Peppa Pig, kids just love to jump in muddy puddles while splashing in the rain. To celebrate childhood in a fun, new way, we will be hosting a “Welly Walk” fundraiser on _________________ (rain or shine). Every organization that signs up to host a “Welly Walk” and raises $50 or more will be automatically entered to win a meet and greet with Peppa Pig. Donations will benefit Peppa’s official charity partner, The Muddy Puddles Project, a 501(c)(3) certified nonprofit organization that funds innovative childhood cancer research.

As a tribute to all children diagnosed with cancer and those that will battle cancer in the future, your child’s class is invited to support the cause and participate in this fun day by wearing their raincoats and wellies (rubber boots) to school. Rain or shine, the children will gather outside in their wellies during recess in order to take a fun walk around the schoolyard while donning their favorite rain gear. We have lots of fun activities planned to make the most of our time outdoors!

If you are able to support this great cause by making a donation, we suggest an optional donation of $5.00 or more, sent to class in an envelope marked MUDDY PUDDLES PROJECT.

Visit [muddypuddlesproject.org](http://muddypuddlesproject.org) to learn more about this incredible program and for fun ideas on how to enhance your “Welly Walk.”

Thank you for your participation!

Sincerely,

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*See [www.muddypuddlesproject.org](http://www.muddypuddlesproject.org) for terms and conditions and for complete details.
MUDDY PUDDLES ARE COMING!

Get Your WELLIES Ready for a Chance to Meet Peppa Pig!*
“Welly Walk” Participant Sponsor Form

STUDENT’S FIRST NAME___________________________________________STUDENT’S LAST NAME_______________________________________

GRADE__________________ ROOM #_________________TEACHER’S NAME______________________________________________________________

NAME OF SCHOOL, ORGANIZATION OR DAYCARE__________________________________________________________

EVENT DATE___________________________RETURN FORM TO TEACHER BY THIS DATE_______________________________

I’M WALKING IN MY WELLIES IN HONOR OF____________________________________________________________________

Please Convert All Cash To A Check(S) Payable to the Muddy Puddles Project. All Donors Who Donate Online Will Receive A Donation Receipt.

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If you have raised $50 or more, you will be entered to win a meet and greet with Peppa Pig! See muddypuddlesproject.org for complete details.

*Double Your Donations! Ask your sponsors if they work for a matching gift company, and ask for their company form (FORM MUST BE INCLUDED).

Be sure to submit all donations with forms to your event organizer.
We've come out to play cos it's been raining
Look what we have found...
Lots of muddy puddles covering the ground!
We want to jump in muddy puddles,
So that's what we'll do...
Bring your boots and you can jump in puddles too!

SPLISH SPLASH! in muddy puddles,
Jumping up and down,
SPLISH SPLASH! in muddy puddles,
Mud is all around.

We love to jump in muddy puddles,
Playing in the rain,
Jumping in the puddles is our favourite game!

SPLISH SPLASH! in muddy puddles,
Jumping up and down.
SPLISH SPLASH! in muddy puddles,
Mud is all around.

We don't care about the weather,
We all play in the rain together and...
Jump in muddy puddles...
Jump in muddy puddles!