



All Kids Love... MUDDY PUDDLES!



Get Your WELLIES Ready!

Celebrate Childhood 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 (rain boots) 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, the official charity partner of *Peppa Pig* in the US.

Registration opens August 1st, and every daycare, school, club, or group that signs up to host a Welly Walk fundraiser will receive direct support from the team at the Muddy Puddles Project and a wealth of resources to help plan a great event!

The Muddy Puddles Project was created in memory of Ty Louis Campbell, a little boy who loved *Peppa Pig* and dreamed of jumping in muddy puddles when his cancer was cured. All fundraising directly benefits childhood cancer research through the Ty Louis Campbell Foundation. Join us in celebrating childhood by getting outdoors to embrace Peppa's favorite activity while honoring children who are battling cancer and may not be able to get outside often.



Giving Cancer the “BOOT”

Hosting a Successful Welly Walk is Just a Few Steps Away

Thank you so much for your generous time and support of the Muddy Puddles Project. Just follow these simple steps, and you'll be on your way to helping us stomp out childhood cancer!



Step One

Fill out the registration form so the MPP team is aware of your fundraiser. We suggest aiming for fundraising a minimum of \$50 for childhood cancer research, but of course, there is no minimum requirement. Kids having fun is the priority!

Step Two

Pick a date to host the event and start planning. Take advantage of the tools available online to help get creative when planning your Welly Walk, including lesson plans.



Step Three

Spread the word! Download and customize our letters to parents, print our posters for hanging, and feel free to invite others in the community to join the walk. Make your walk famous by using our press release template to invite the local media.



Step Four

Raise life-saving funds for kids with cancer by getting creative with your fundraising. Set up an online fundraiser and share it on Facebook and via email. Or send children home with our printable sponsor forms. Whatever works best for your group.



Keep on Walking, **CANCER!**

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 things like 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.
- 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
- Share your photos with the Muddy Puddles Project on social media (@muddypuddlesproject on IG) using the hashtag #muddypuddlechallenge

Get Your Feet Wet with Fundraising

There are lots of fun ways to fundraise.

- Set up an online fundraising page for your school or daycare and share it broadly
- 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

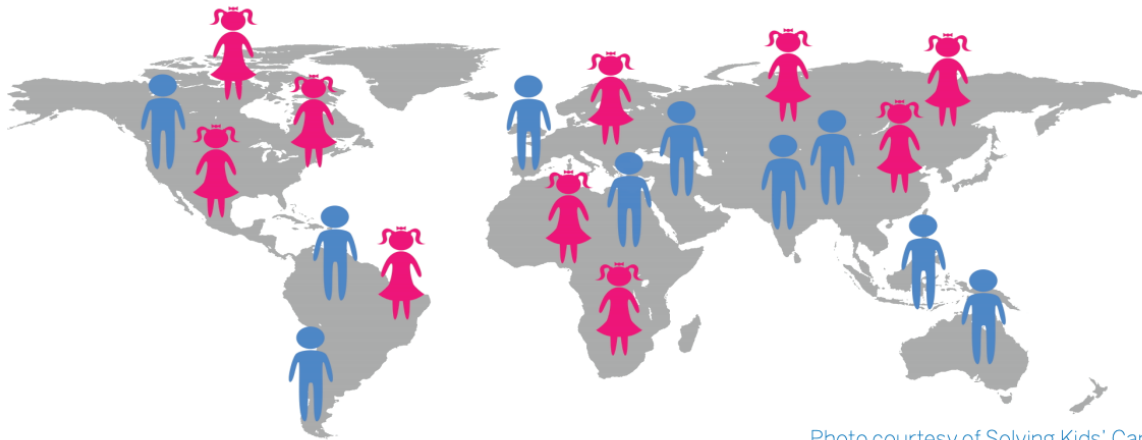


Photo courtesy of Solving Kids' Cancer

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.

