

Game On Philly App Launch, Digital Toolkit:

Help us spread the word about the launch of the Game On Philly App: a simple and easy to use tool to get kids up and active!

- Fun sports and fitness videos to teach kids new ways to play
- Learn fresh moves in your favorite sport and new games to play on your own or safely with family and friends
- Create a sense of connection with friends, classmates, and other kids in Philadelphia through the citywide scoreboard
- Locate youth sports and fitness programs near you
- Get the entire family involved with great videos from some of Philly's best youth sports and fitness programs

Key handles, sites, and hashtags:

Hashtags:

#GameOnPhilly

Links:

pysc.org/game-philly-app

Accounts:

FB: Philadelphia Youth Sports Collaborative

Twitter: @philayouthsport

IG: @gameonphilly

[Graphics Available for Download](#)

Announcement for Newsletters/Email Blast:

Get your kids up and active with the Philadelphia Youth Sports Collaborative's new app: Game On Philly! This FREE app is a one stop shop for high-quality sports drills, workout routines, and fun games to keep kids healthy and safe while working from home. The app is loaded with tons of sports and fitness content created by experienced coaches specifically with kids in mind, but it's a great way to get the entire family involved! Try new sports, develop new skills, or simply focus on working up a sweat. Check out the Game On Philly app at pysc.org/game-philly-app

Social Media Content to Share:

Facebook:

- Kids need to move! To make sure kids are reaching their 60 minutes of daily vigorous activity, the Philadelphia Youth Sports Collaborative is launching the Game On Philly app - loaded with tons of fun sports and fitness activities to get kids excited and moving while learning from home. Learn more about the FREE Game On Philly app at pysc.org/game-philly-app #GameOnPhilly
- Your coach won't fit in your pocket but luckily the Game On Philly app will! The Philadelphia Youth Sports Collaborative is launching the Game On Philly app to make sports and fitness activities easily accessible to all Philadelphia youth. The app is loaded with content created by experienced coaches with youth fitness in mind and can be done safely at home or distanced in public recreational spaces. Don't wait to get started - download today at pysc.org/game-philly-app #GameOnPhilly
- Sports may look a little different this year, but your next big season might be right around the corner! Don't let time at home put a pause in your training. Download the Game On Philly app from the Philadelphia Youth

Sports Collaborative to get access to new skills and drills with experienced sport coaches! Visit pysc.org/game-philly-app to start working today! #GameOnPhilly

- Looking for drills to keep your skills sharp? What about new challenges while working out at home? Check out the Game On Philly app from @Philadelphia Youth Sports Collaborative → pysc.org/game-philly-app #GameOnPhilly
- The Game On Philly app isn't just for kids! Get the whole family moving and staying active together - download today at pysc.org/game-philly-app #GameOnPhilly
- Sports should be fun, safe, and accessible to everyone! Even though kids are stuck at home, they can still have fun and get active while staying healthy. Check out the Game On Philly app from @Philadelphia Youth Sports Collaborative → pysc.org/game-philly-app #GameOnPhilly

Twitter:

- Kids need to move! The #GameOnPhilly app gets kids up and active so they can stay both physically and mentally fit during their time at home. Download the free app today to get started → pysc.org/game-philly-app
- DYK? There's a new app in Philly that's designed to get kids up and active! The Game On Philly app is loaded with sports & fitness activities that kids can do in between classes, after school, or on the weekend! Download the #GameOnPhilly app today → pysc.org/game-philly-app
- Your coach won't fit in your pocket but the #GameOnPhilly App will! 📱 @philayouthsport wants you to stay safe and active from home 🏠 Download the Game On Philly app to get started today → pysc.org/game-philly-app
- Looking for drills to keep your skills sharp? What about new challenges while working out at home? Check out the #GameOnPhilly app from @philayouthsport → pysc.org/game-philly-app
- Missing sports? ⚽🏈🏀 Us too! Check out the #GameOnPhilly app from @philayouthsport to get back in the game → pysc.org/game-philly-app

Instagram:

- Kids need to move. That's why the Philadelphia Youth Sports Collaborative is launching the @GameOnPhilly app to get kids up and active while they're spending more time at home. The app is loaded with sports, games, and fitness content that can be done between classes, after school, or on the weekend. There's no excuse to miss out on your 60 minutes of daily activity when you've got everything you need in your pocket! Get the Game On Philly app today! Click the link in our bio. #GameOnPhilly
- The @GameOnPhilly app gets kids up and active so they can stay fit both physically and mentally during this challenging time. Built with kids in mind, the app is easy to use and full of fun activities they can do at home. #GameOnPhilly
- Looking for drills to keep your skills sharp? What about new challenges while working out at home? Check out the @GameOnPhilly app from The Philadelphia Youth Sports Collaborative. #GameOnPhilly

[Links to Downloadable Flyers/FAQ](#)

Share this content with any partners to help share the message!

Any questions? Please contact mbarsotti@pysc.org