



API
Supporting the
UK Play Industry

40
YEARS OF PLAY



#PathwaytoPlay

Social Media Supporting Pack



EVERY CHILD'S RIGHT TO EVERYDAY PLAY

PathwayToPlay

Assets for you to use

If you want to use any of our own infographics or social media assets, they can be found [here](#).

Suggested text across social media platforms:

If you are supporting us using X:

- Today @apiplay unveil their new campaign, #PathwayToPlay: A Manifesto for Children, urging the next UK government to invest in public #playgrounds. Let's prioritise outdoor #play and put children's #health & #wellbeing first: <https://www.api-play.org/news-events/pathwaytoplay-campaign/>
- Exciting news! @apiplay are launching #PathwayToPlay: A Manifesto for Children, advocating for increased government investment in public playgrounds. Let's create safe, accessible spaces for kids to #play, #learn and thrive #outdoors. <https://www.api-play.org/news-events/pathwaytoplay-campaign/>
- Introducing #PathwayToPlay: A Manifesto for Children by @apiplay, calling on the next UK government to invest in public playgrounds. Dive into the manifesto's key asks [here](#). Let's build a healthier, happier future for our kids!

If you are supporting us using LinkedIn:

Exciting Announcement!

Today, the Association of Play Industries has unveiled #PathwayToPlay: A Manifesto for Children, urging the next UK government to invest in public playgrounds.

As API Chair, Dr. Amanda Gummer says, "It is time to prioritise the health and wellbeing of our children by ensuring they have the opportunity for everyday free-to-access outdoor play."

The Manifesto outlines key asks of the next government, including conducting a National Audit of public playgrounds, ensuring long-term sustainability and increasing physical activity levels at school through outdoor play integration.

Join the API in advocating for the wellbeing of children across the UK. Explore the #PathwayToPlay Manifesto [here](#).

If you are supporting us using Facebook:

Pathway To Play: A Manifesto for Children!

In a world where childhood obesity and mental health issues are on the rise, the Association of Play Industries is calling for change. Join us in urging the next UK government to prioritise outdoor play by investing in public playgrounds.

Together, let's get children outdoors - promoting health, happiness and wellbeing. Join us on the #PathwayToPlay <https://www.api-play.org/news-events/pathwaytoplay-campaign/>

**Newsletter Copy:**

The [Association of Play Industries \(API\)](#) has announced the launch of their latest campaign, #PathwayToPlay: A Manifesto for Children.

This initiative urges the next UK government to prioritise investment in public playgrounds. With a concerning rise in childhood obesity, poor mental health and sleep issues, the #PathwayToPlay Manifesto emphasises the critical role of outdoor play in promoting the health and wellbeing of children across the nation.

API Chair and child development expert, Dr. Amanda Gummer states: "We can no longer ignore the importance of play, physical activity and movement in improving children's lives."

The Manifesto outlines the API's key asks of the next government, including conducting a National Audit of public playgrounds, ensuring long-term sustainability and increasing physical activity levels at school through outdoor play integration.

Please support this vital campaign to help create safe, accessible spaces for children to play, learn and thrive outdoors!

For more information and to get involved, please visit <https://www.api-play.org/news-events/pathwaytoplay-campaign/>.

