



Power Rangers and the emPOWER Movement

The universally recognized **Power Rangers brand** delivers humorous action adventure entertainment that kids love and positive messaging that parents value. Just as the Power Rangers work together to solve a different challenge in every episode, the **Power Rangers emPOWER Movement** provides parents and kids the tools they need to work together to grow healthy kids and support healthy communities. emPOWER inspires participation in schools, online and in local communities to demonstrate the Power Rangers values in action:

- **Standing for What's Right:** Power Rangers are a powerful force committed to good deeds and defeating evil.
- **Teamwork and Cooperation:** Power Rangers always work as a team. By working together and looking out for one another, they overcome challenges, succeed in their missions, and solve important problems.
- **Confidence:** Every Power Ranger succeeds because they believe in themselves and their friends! Confidence gives them the personal strength to face every new difficulty.
- **Health and Physical Fitness:** The physical action in the Power Rangers inspires kids to get up and move around. Imitating Power Ranger poses and moves promotes early patterns of exercise.
- **Caring and Friendship:** They may be a team of fighting superheroes out to promote fairness and save the world, but the Power Rangers also are a close-knit group of teenage pals. Even though they're all different, they accept each other's individuality, and are always around to help a Power Ranger in need.

The program is described further at: <http://www.powerrangers.com/empower/>

Suggested ideas for posts:

- **Encourage parents to nominate their children for the "Ranger of the Week" on the emPOWER facebook page** (<http://www.facebook.com/powerrangersempower>). Every week the emPOWER website will feature a young person who's making a difference in their family, school, or community. Nominated by parents via the emPOWER facebook page it will feature the Ranger of the Week's photo and story to inspire kids, parents, and teachers about how kids are making a difference.
- **Share some tips on getting kids to exercise and eat right** – kid-friendly cooking, healthy recipes, ideas for exercising with your kids.

- Discuss how **television programs and public service announcements** (like the Power Rangers series and forthcoming PSAs) that feature active heroes, training, and physical activity are part of the larger effort to reduce children's obesity.
- **Share stories about kids who've had a positive impact on their communities** – kids who are putting Power Rangers values in action.
- **Share ideas on how to get kids to exercise during the winter months** when they're stuck inside.
- **Tell a funny story about when YOU were a kid and played "Power Rangers" with friends** – running, jumping, and playing (who's got pictures of themselves in a Power Rangers Halloween costume??)
- Use the **emPOWER program** as an introduction to **highlight a great kids' organization doing work in schools or communities**.

Or talk about the **Power Rangers in-school program**. During January and February 2011, Gym Class Kits including Fitness guides and bulletin board messaging will be delivered to more than 4500 participating U.S. elementary schools, reaching more than 1.5MM students. The guides include group activities focused on Power Rangers values and physical fitness, designed for Kindergarten – 3rd grade students.

Each participating school is entered for a chance to win: a visit from the Samurai Power Rangers and a \$10,000 donation to their physical education program. Encourage parents whose school or child is participating in the Power Rangers in-school program to tell us about it on the emPOWER facebook page.

<http://www.facebook.com/powerrangersempower>