www.getcharged.org

Get Charged... Keep America Strong

Get Charged[tm]'s mission is to develop programs that encourage active participation and community unity. These programs are designed to improve the health, education and connectivity of people but to be flexible enough to allow corporate partners to participate in a way that allows them to meet their goals and objectives. Key to these programs is developing a coherent branding for the Get Charged[tm] foundation to include a sense of membership and active participation. These programs include, the Get Charged[tm] Membership Card, the Day of Active Play, and Questing Excellence through Technology. In addition to these three specific programs, Get Charged[tm] will leverage its expertise in corporate philanthropy with consulting services and develop a resource center for information on local programs and opportunities for participation.

The Day of Active Play:

The Day of Active play will be a national day designed and promoted to increase active participation. Parks and recreation departments, communities, and educational institutions will develop programs and activities for children, adults, and families to participate, learn, exercise, and play. Sports properties and leagues can provide standard programs or host the Day of Active Play activities at their facilities and using their athletes to increase interest, participation, and grow their loyal fan-base. Get Charged[tm] will work with the participant organizations in developing programs that have opportunities for people of all ages and abilities to participate and learn.

While other single-day events have attracted attention and even participation, follow-up programs are essential for participants. This Day of Active Play is designed to bring visibility and unity around the idea of active play with the membership program providing the continuity and follow-up essential for a successful program.

Sport Technology: Quest for Excellence

Technological innovation in sports enables athletes to express individual excellence. Lighter materials have enabled female athletes to excel on tennis' center court as well as world cup ski slopes. Club designs and materials in golf have enabled the recreational golfer to enjoy a weekend on the green without hours hunting for balls in the woods. The regulation of technology in baseball has protected the tradition essential to the appeal of the pastoral ideal. Technologies have also changed how athletes train for competition and how spectators experience their favorite leagues and teams, even creating their own teams with fantasy sport services.

Understanding how these technologies work provides an educational opportunity. While some students may not be interested in learning mass and velocity, they are interested in hitting a homerun. Using sport technology as a basis for teaching math and physics provides an opportunity to reach students who may not have been previously engaged. Understanding the history of such technologies and their impact opens doors to learning cultural history, business, and sociology.