



2025 POSITION STATEMENT ON ACTIVE OUTDOOR PLAY

Communications Toolkit

About AOP10

The 2025 Position Statement on Active Outdoor Play is launching on September 25, 2025 at the Breath of Fresh Air Conference in Ottawa, Canada! This exciting release builds on the original 2015 Statement by expanding its global reach, broadening its content, and emphasizing inclusivity across all ages.

This sneak peak teaser toolkit has everything you need to start building excitement. Inside, you'll find ready-to-use social media posts, graphics, and messaging to help tease the launch, spark curiosity, and get your audience ready for what's to come.

Be sure to stay tuned for the full toolkit, coming soon!

Social Media Post

Image: Click [here](#) to download

Caption:

Coming soon!

Launching on September 25, the 2025 Position Statement on Active Outdoor Play marks 10 years since the original statement with a renewed, expanded vision.

It highlights the benefits of active outdoor play for all cultures, abilities, and communities, and emphasizes its importance for the environment and the planet. The statement also explores how research, policy, and practice can work together to support active outdoor play in Canada and around the world.

Stay tuned to learn more, and check out the Outdoor Play Canada website where the Position Statement will be released! #AOP10 #outdoorplay2025

www.outdoorplaycanada.ca/aop10/

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Newsletter and Email Blurb

Subject Line: 2025 Position Statement on Active Outdoor Play launches September 25!

Image : Click [here](#) to download

Coming soon!

Outdoor Play Canada will release the 2025 Position Statement on Active Outdoor Play on September 25, 2025 at the Breath of Fresh Air Summit in Ottawa, Canada.

Marking the 10-year anniversary of the original 2015 Statement, this renewed and expanded version highlights the wide-ranging benefits of outdoor play for people of all ages, abilities, and communities. It also emphasizes the importance of active outdoor play for the health of the planet and explores how research, policy, and practice intersect to support outdoor play in Canada and beyond.

Stay tuned for the official launch, and be sure to check out the website for more details:

www.outdoorplaycanada.ca/aop10/

Contact Information

If you have any questions or feedback, please contact us at info@outdoorplaycanada.ca

Additional resources, including the full 2025 Position Statement, slide decks, full-length research manuscripts, Position Statement Summary, a whiteboard video, and a Summary Webinar will be available at outdoorplaycanada.ca/aop10/ after September 25, 2025.

