



INFORMATION SHEET

WHAT IS THE GLOBAL CARDBOARD CHALLENGE?

This fall, the **Imagination Foundation** invites the world to participate in our **2nd Annual Global Cardboard Challenge**. Inspired by the short film, "**Caine's Arcade**," the Global Cardboard Challenge is a worldwide celebration of child creativity and the role communities can play in fostering it. In the month of September, kids are challenged to create and build out of cardboard, recycled materials and imagination. Then on **October 5th, 2013**, the anniversary of the flash mob that came out to make Caine's day, communities will come together and play.

CAINE'S ARCADE: FROM A MOVIE TO A MOVEMENT

"**Caine's Arcade**" tells the story of a chance encounter between filmmaker Nirvan Mullick and Caine Monroy, a 9-year-old boy who spent his summer vacation building an elaborate cardboard arcade inside his dad's East Los Angeles auto parts shop. On the last day of summer, Nirvan stopped in to buy a door handle, and became Caine's first customer. Amazed by the boy's creativity, Nirvan decided to organize a flash mob of customers to come down to the arcade to surprise Caine and make his day.

The resulting 11-minute film has been widely cited as one of the most inspirational stories of 2012. The **Christian Science Monitor** calls it a "great American story," and **Wired Magazine** writes, "It's a sweet story that brings viewers back to a time of potent imagination and creativity." "Caine's Arcade" has received over 7 million views, trended worldwide on Twitter, gathered a Facebook community of 130,000+ fans, and launched a movement to foster creativity and entrepreneurship in kids everywhere.

ENGAGING 1 MILLION KIDS IN 70 COUNTRIES IN CREATIVE PLAY

Our first Global Cardboard Challenge took place in October 2012, with over 270 Cardboard Challenge events organized by volunteers in 41 countries on six continents - from school districts in Texas to an Eco-Art Park in Uganda, from Adobe Offices in San Francisco to a community Warehouse Project in Sri Lanka. The event had tens-of-thousands of participants and raised money for a variety of causes, including local food banks, community gardens, library and school programs, childhood cancer research, gorilla habitats and our Imagination Foundation. See videos from last year's Cardboard Challenge at: www.imagination.is/gcc_videos.

This fall, the **2013 Global Cardboard Challenge** will engage 1 million kids in 70 countries in **creative play**. Kids will design and build arcade games, gadgets, castles, robots, rocket ships - anything they can dream up. They will practice collaboration and creative problem solving, and can learn about math, engineering, design thinking, sustainability, social entrepreneurship and more along the way.

WHY WE DO IT

We put on the Global Cardboard Challenge because it:

- engages children in creative play
- fosters creativity, ingenuity, resourcefulness, perseverance and teamwork
- gives children an opportunity to explore their interests and passions, and make things that have an impact on others
- provides a platform for communities to actively foster and celebrate child creativity
- increases global happiness and makes for a happier, more playful world!

GET INVOLVED

Join the Imagination Foundation's global community of parents, educators, and business and nonprofit leaders dedicated to fostering creativity in kids around the world. Host a Cardboard Challenge, be a mentor, donate supplies, provide a venue or become an official 2013 Global Cardboard Challenge sponsor. Imagine the world we can build! **Sign Up to Host a Challenge** at: www.imagination.is/get_involved. For all other inquiries, contact: challenge@imagination.is

ABOUT THE IMAGINATION FOUNDATION

The mission of the Imagination Foundation is to find, foster and fund creativity and entrepreneurship in children around the world to raise a new generation of innovators and problem solvers who have the tools they need to build the world they imagine.