

Inspiring Kids To #Dew110



Remember back when being a kid meant going outside, finding a friend or two, playing games to test your speed, agility and how strong we were getting as growing kids. Any game would do. You know, the old games, like punch ball, kickball, or maybe even wiffle ball. Growing up in a sports rich community like **Doesville**, we would challenge friends from other nearby neighborhoods to a game of stickball. Yeah, that's right, good ol' fashion stickball! We would draw a chalk strike box on a cement wall, usually in our local school yard. And, if we couldn't find a stick to serve as a baseball bat, we would be creative and break apart one of mom's old broomsticks. Oops! Sorry Mom. To add, let's not forget the black tape that marked which end of the stick to hold on to. Tape that sat in the kitchen junk drawer until we needed it. Using that slim stick to try and hit that small pink rubber ball definitely sharpened our skills for little league baseball. Yes, those were the days.

While my kids were growing up, I would think back to those days and challenge them to go outside, find a friend, or two, to play a sport. Any sport! To my delight, my son started doing this on his own. It seemed to be his passion to want to play, compete and get dirty. I have always admired his passion for sports and his will to overcome weaknesses through sports. I never wanted to impose my love for sports and fitness on any of my kids. For me, I prefer a self-motivating interest and from that interest I would follow their lead.

It was a combination of my son's passion and my community involvement to promote youth sports by sponsoring community summer events through my business that lead to the creation of Dewey Does. The Dewey Does concept became a symbol in my heart, of a nine-year-old boy with an extreme love for sports. This symbol became a passion to make Dewey Does a messenger to kids to promote the values of sports, fitness and being active.

According to the National Association for Sport and Physical Education, since the late 1970's children have lost 12 hours per week in school recess. This is a 25% decrease in play time and 50% decrease in outside activities. A Harvard study in The Journal of School Health entitled, "Healthier students make better learners", indicated that recess time isn't just about playing outside; recess builds friendships, develops social and communication skills, reduces obesity and leads to better results in the classroom. In fact, having a healthy outlet for outside activities is instrumental in childhood development.

The Dewey Does character seeks to inspire and encourage children to read, play, and get involved in sports and fitness. Dewey Does' #Dew110 slogan means to give 110% effort to Read110, Play110 and more.

The Dewey Does organization, to date, has published three books; **First Day, In The Groove, and The Comeback**, along with a series of short stories to inspire children to read and lead. Look for Dewey Does' new Public Service Animations featuring Dewey aka 'Coach Does' and the Defenders of Doesville on the new DeweyDoes.com website. And, please visit deweydoes.org today to see how you can help the Defenders of Doesville protect our children.

On behalf of the Dewey Does family, please allow us to extend our condolences to the thousands of families who have lost loved ones from the Coronavirus. I, too, have lost close friends to this disease and share your pain. To all Dewey Does followers, fans and friends, please stay healthy and safe.

Hope to hear from you soon,

Thomas M. Kinslow

Thomas M. Kinslow, Creator, Founder & Author

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