

# The Blahzette!

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**Getting your kids involved in sports, and the latest Yoto content!**

# 5 ways to help your kids enjoy sports (no matter how competitive they are)

**Sports tend to come with a lot of BIG feelings: The exhilaration of winning, and the disappointment of losing out. Sometimes, this can be a lot for kids to handle.**

But it's not as simple as "who's the competitive type and who's not?". Competitiveness is a sliding scale that can tip at any time. It can all depend on their mood, who they're playing against and so many other variables.

As a parent, it can be conflicting to get your kid involved in sports when you know they're not comfortable with confrontation, or that losing could knock their confidence for weeks. So, wherever your child sits on the competitive scale, here are five ways to bring joy to sport.

## Help them find their sport

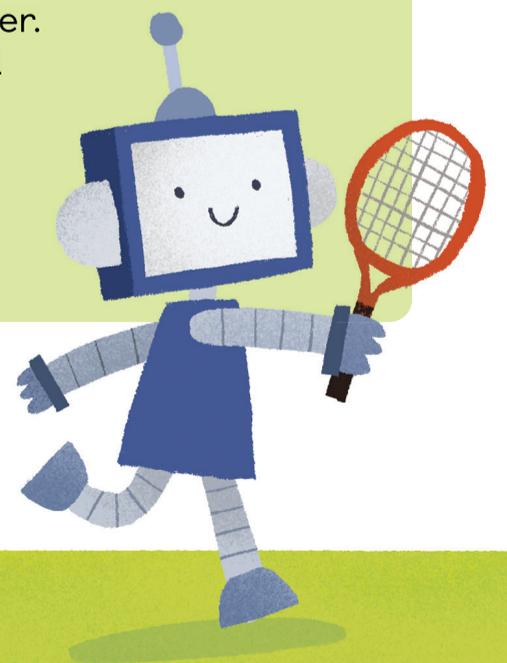
If you peek at the first few pages of *The Blah*, you'll encounter a disheartened seal who can't seem to succeed at any sport. But after a good cry, and a pep talk from his coach, he realises that everyone has their own, unique strengths, and there's so much fun in finding yours.

This summer, you could set a family challenge to try 10–20 different sports. The aim? Find out which one you enjoy most. No pressure to win anything. Just have fun and see what you like.

## Celebrate the other wins

These days, there's a lot of parenting advice out there about praising the effort, not just the result. And if this is something you agree with, sport's a great arena to apply this thinking.

Winning at sports is just an accumulation of other wins, right? Commend them for being a great team player. Or getting up after they fell down. These wins are all worth celebrating.



# Play “beat your record”

As we become adults, we realise we’re only ever in competition with ourselves. This is a formative lesson you can teach through sports.

Pick up a notebook they can use as their official PB (personal best) record. Each time they play a sport, or challenge themselves to a form of exercise, jot down their score, or their time. (Depending on their age, they might need some help here).

With this record, they can track their progress and feel proud of their achievements. Not every kid is into team sports, so they might miss out on that sense of “winning”. This is a great way to boost their confidence and increase their activity levels.

# Show them the joy of movement

Sport doesn’t always have to be a competition, it can just be another form of movement. But how do you distinguish between the two, in a way that a young child will understand? One way you can do this is by helping them discover different kinds of movement. Energising workouts. Mobility stretches. Mindful yoga. Movement that doesn’t have a score attached. Like the exercises in our action-packed “Let’s Move” series.

Having a deep-rooted love for movement could help your kids find the joy in sports, whether they happen to win or not.

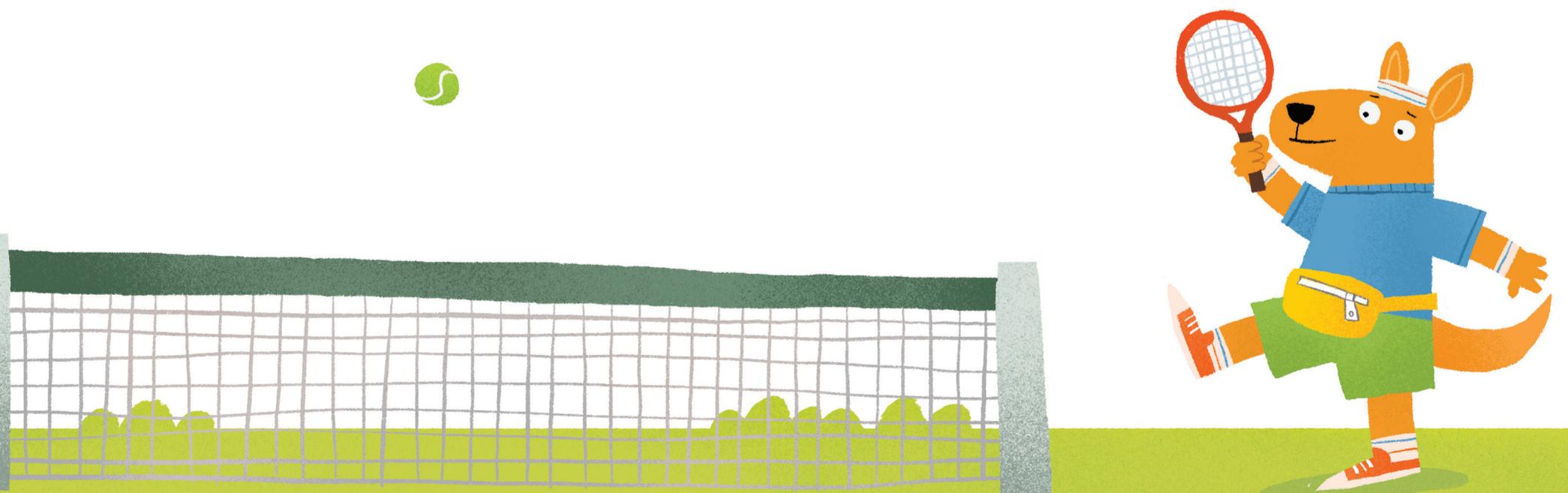
# Join in the fun

Between the Paris Olympics, Wimbledon and the Euros—2024 is the summer of sport! And there are so many ways you can get involved.

As a parent, you know what’s going to boost your child’s confidence more than anyone. And if they don’t want to participate in team sports with other kids this week, or you know that losing score would end in tears, they don’t have to miss out entirely.

You can play sports as a family (in a way that’s sensitive to their mood). Or do a sporty experiment together. Watch the Olympics! Or even record a “Let’s Move” card for their Yoto (activity available in The Blah). With these activities, they’ll see sport as a way of having fun with the people who love them.

Check out Yoto Space for even more ways to keep kids active



# What's new at Yoto?

Scan to discover



Fresh in the Card Store this summer!

## BrainBots: Sports

Out Now

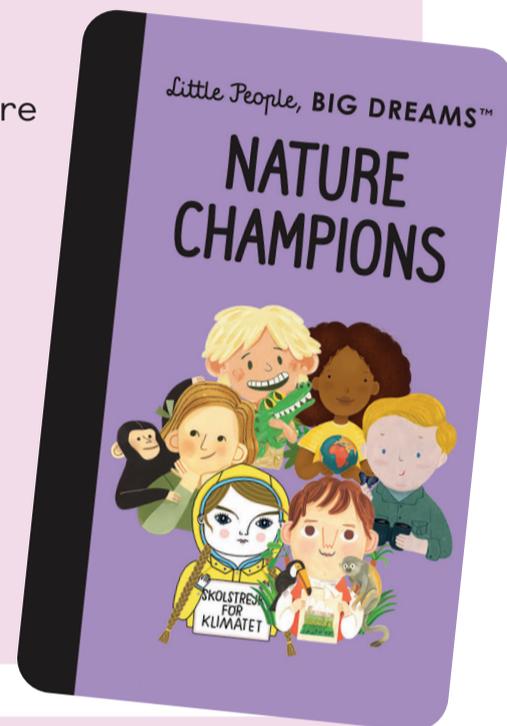
We travel through time and space with Nellie, Buzz and Gibbs to learn the history of 11 amazing sports. Where did football begin? What are the rules of tennis? Why's a rugby ball that funny shape? Your kids can discover it all in this new addition to the BrainBots series.



## Little People, Big Dreams™: Nature Champions

Coming July 4th

Inspire curious minds to care about our planet with the stories of 6 environmental heroes. From David Attenborough to Vanessa Acate, these biographies from the best-selling "Little People, Big Dreams™" series, teaches kids that it takes just one person to make a positive change.

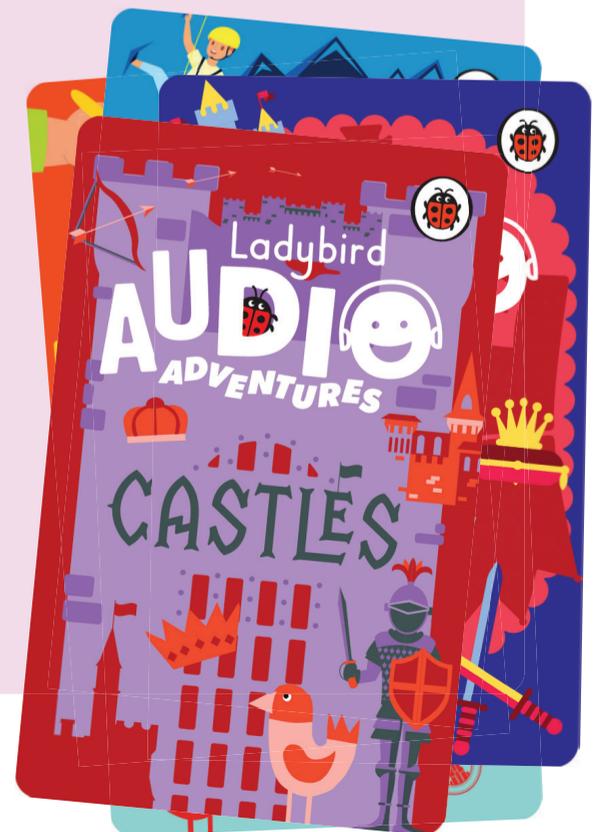


## Ladybird Audio Adventures: Vol 6

Coming July 18th

Winner of 'Audiobook of the Year, The Week Junior Book Awards' in 2023, these special stories are perfect for 3-7 years old listening at home, before bed and on long journeys.

Kids join fearless adventurers Otto and Missy (the smartest bird in the universe) as they set out on their next action-packed adventure—climbing to the summit of the highest mountains, painting with Leonardo Da Vinci and cruising down Route 66.



## HAVE YOUR SAY

We'd love to hear what you thought of The Blah & The Blahzette.

