



British Heart
Foundation

FREE
RESOURCES
FOR PARTICIPANTS

ARTIE'S Olympics

A fun activity-based
fundraising scheme
for children aged 3–5

Save lives and raise
funds for your nursery,
pre-school or group!



**FIGHT
FOR EVERY
HEARTBEAT**

bhf.org.uk

HAVE FUN, GET ACTIVE AND SAVE LIVES

Artie's Olympics is the British Heart Foundation's (BHF) fun activity-based scheme for children aged 3–5 years old. Its aim is to encourage young children to get active and enjoy physical activity whilst raising funds to save the lives of people living with heart and circulatory conditions, and your organisation.

This popular initiative is suitable for nurseries, pre-schools, playgroups and children's centres, as well as any other group that works with young children



How does ARTIE'S Olympics work?

We provide a wide range of individual and team-based games for you to choose from. You select five of those fun activities and hold an Artie's Olympics Day, which parents and carers can come along to watch. All activities are easily adaptable to suit the age and abilities of the children involved.

You can hold the event whenever you want during the year and the free organiser's pack contains everything you need to make your event a success including:

- an organiser's guide with lots of great activities, tips and advice
- posters to help you promote the event
- gold medal stickers for you to present to your children
- a balloon for each child (up to 50 will be supplied)
- laurel crowns for your children to decorate and wear
- sponsorship forms.



The nursery, school or group can keep 20% of the total amount raised – this could pay for new resources or activities



Who is Artie Beat?



Artie Beat is a BHF mascot who stars in educational resources for children to help to deliver the message that a healthy lifestyle is important and can be fun.

Everyone wins with ARTIE'S Olympics!

Your children win

As they will be learning how to improve their heart health through fun activity-based play.

You win

It's simple to organise and you get a comprehensive pack containing everything you will need to make your event a success.

Your organisation wins

As it gets to keep 20 per cent of any money raised to spend on whatever it wants. Artie's Olympics can also assist with the delivery of the Early Years Foundation Stage and contribute to the achievement of a healthy or active organisation type award.

Your community wins

Coronary heart disease is the UK's single biggest killer. The money you raise will help the BHF fund research to prevent, predict and try to cure heart disease. It will also provide vital support to those children and adults enduring daily battles with heart disease today.

How do I get involved in this great event?

By organising an Artie's Olympics event, you and your children can have fun, and help the BHF to save lives. All you have to do is fill in the form on the back of this leaflet or register online at bhf.org.uk/register. There is no entry fee; all we ask is that you encourage parents to raise as much sponsorship as they can.

How do children benefit from being active?

Taking part in physical activity can enable children to:

- be healthy and feel good about themselves
- develop confidence in their abilities
- enjoy physical activity on a regular basis
- have increased opportunities to mix and learn with others
- develop basic and key skills that link to other curriculum areas
- develop basic game skills, which they'll need in order to play more sophisticated games as they get older
- have lower levels of stress and anxiety.

Being active through physical play will also encourage children to continue being active later in life. That will help them maintain a healthy weight and decrease their risk of heart disease.



Children and heart disease

- One in every 180 babies born has a heart defect.
- About 30,000 teenagers in the UK are currently living with heart conditions.
- About one in three children are classed as either overweight or obese.

Fill in the form on the back or register online at bhf.org.uk/register

