



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 5, 2013, the anniversary of the flash mob that came out to make Caine's day, communities will come together and play!

FROM A MOVIE TO A MOVEMENT

On the last day of summer, through a chance encounter, filmmaker Nirvan Mullick met Caine Monroy, a 9-year-old boy who built an elaborate cardboard arcade inside his dad's East LA auto parts shop. Nirvan was Caine's first customer. Amazed by the boy's creativity, Nirvan decided to organize a flash mob of customers to surprise Caine and make his day. Then he made a film about it. "**Caine's Arcade**" has been widely cited as one of the most inspirational stories of 2012. The film has received over 7 million views, trended worldwide on Twitter, gathered a Facebook community of 130,000+ fans, and inspired a wave of cardboard creativity in backyards and classrooms across the globe. The **Christian Science Monitor** calls the film 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."

1 MILLION KIDS IN 70 COUNTRIES

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, the Imagination Foundation and more. The 2013 Global Cardboard Challenge is expected to engage 1 million kids in 70 countries in creative play. Watch footage from last year's Cardboard Challenge at: www.imagination.is/gcc_videos

WHY WE DO IT

We put on the Global Cardboard Challenge because it:

- fosters ingenuity, resourcefulness, creativity, expressiveness and teamwork in children
- exemplifies learner-centered and project-based learning, through play and creating for others
- encourages repurposing and recycling of "trash"
- builds community, locally and globally and gives adults an opportunity to collaborate, lead and mentor
- 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 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.