



FOR IMMEDIATE RELEASE

## **Kids and Families Unplug All Over the Central Okanagan**

**January 10, 2019** – Interior Savings Unplug and Play Week runs January 20 – 27, and encourages children, families, and communities to unplug from their screens and explore ways of spending time together.

Playing screen games, watching television and going online are fun activities but too much screen time can impact children’s development, have health consequences, and impact quality of life. Studies suggest that excess screen time can leave less time for active, creative and social play and make it hard for children to sleep and pay attention, in addition to increasing the risks of anxiety, depression, and gaining of unhealthy weight.

As presenting sponsor, Interior Savings is encouraging everyone to check out the full slate of activities planned for the week.

“This week is not just for kids,” says Kathy Conway, Interior Savings’ CEO. “This is an important message for all of us. Let’s lead the way and show our children that we too can put our devices down a little more often to make time for play and for spending time with family and friends.”

This week of unplugging kicks off with a free, family-friendly event on Sunday January 20<sup>th</sup> from 10-2 at the Parkinson Recreation Center and will feature fun activities for the whole family. Events and activities will continue throughout the week, at various locations in the Central Okanagan.

Interior Savings Unplug and Play week is coordinated by the Central Okanagan Early Years Partnership. For more details, including a full schedule of events go to [www.unplugandplayweek.com](http://www.unplugandplayweek.com) and find our event on Facebook – [Unplug and Play Kick-Off Event](#).

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## **About the Central Okanagan Early Years Partnership**

The Central Okanagan Early Years Partnership is built on the knowledge that early child development sets the foundation for young children to grow to their fullest potential. We work to build a coordinated, effective, and inclusive community-driven system for the early years. Our vision is that “The Central Okanagan is the best community possible for all young children and their families.” Learn more at [www.coeyp.ca](http://www.coeyp.ca)

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