



# Would you like to be a Creative Kidstuff PLAY AMBASSADOR?

## THE BACKGROUND:

We are looking for kids aged 0-12 years who love toys, games and books. Why? Because children are the best judges of toys. (They just know what they like.) So we're letting the kids have at it! We're proud to be rolling out our new Play Ambassador Program. We want to know what kids think of our toys, and we want to share their recommendations with other families who shop with us. If opening a new toy and making a short video sounds like fun to you and your child, then you've come to the right place!

## THE TIMING:

We had an overwhelming response to our initial Play Ambassador "casting call" and therefore have enough families participating through July, 2018. However, we are hoping this will be an ongoing program. You can drop off completed applications at any Creative Kidstuff store, or email it to us at: [playambassador@creativekidstuff.com](mailto:playambassador@creativekidstuff.com).

## THE DETAILS:

Each time a chosen Play Ambassador is given a product to review, Creative Kidstuff asks in return to be provided with:

- ✓ 2 photos of child with the given toy
- ✓ A short video of child (or parent & child, if child is too young) reviewing the toy: opening the item, playing with the toy, stating what child or mom likes about the toy, and why.

For examples of what we are looking for, you may want to check out these two videos:

Creative Kidstuff Play Ambassador "Cassius":

<https://www.facebook.com/CreativeKidstuff/videos/10155393992262772/>

Creative Kidstuff Play Ambassador "Oscar":

<https://www.facebook.com/CreativeKidstuff/videos/10155433534092772/>

## THE APPLICATION:

Parent/Guardian

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Home Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Email Address \_\_\_\_\_

Best phone number to reach you: \_\_\_\_\_ Is this: cell /home/work (please circle)

Which Creative Kidstuff store is "YOUR" store: (please circle)

1. Mall of America      2. Edina - Galleria      3. Minneapolis

4. Minnetonka - Ridgedale Center      5. St. Louis Park - Shops at West End      6. St. Paul

Please list children interested in participating: (ages 0-12)

Child #1

Name \_\_\_\_\_ Gender \_\_\_\_\_ DOB \_\_\_\_\_

Child #2

Name \_\_\_\_\_ Gender \_\_\_\_\_ DOB \_\_\_\_\_

Child #3

Name \_\_\_\_\_ Gender \_\_\_\_\_ DOB \_\_\_\_\_

Child #4

Name \_\_\_\_\_ Gender \_\_\_\_\_ DOB \_\_\_\_\_

More good stuff on the back 

## HELP US LEARN A LITTLE BIT ABOUT YOUR CHILD:

(If your child is able to answer) Why do you want to be a Play Ambassador for Creative Kidstuff? Some examples of things you might want to share with us: What are your favorite toys and interests? What activities make you happy? Do you like art? Or maybe science? Or maybe you just love books! Can't get enough LEGO? Have any special talents? Tell us about yourself!

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(If your child is too young to answer) Tell us a little bit about your child and why they would make a good Play Ambassador. What are their favorite toys? Are they active and outgoing? Are they loving and thoughtful? What makes them happy? Tell us about your little one!

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### IMAGE RELEASE:

If your child is chosen to be a Creative Kidstuff Play Ambassador, by signing this form, you agree that the videos and photographs we receive from you may be used for the Creative Kidstuff website, Facebook page and/or other social media and marketing efforts.

Parent/Guardian signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please turn in your completed application to a staff person at any Creative Kidstuff store, or email to us at: [playambassador@creativekidstuff.com](mailto:playambassador@creativekidstuff.com)

## THANK YOU FOR YOUR INTEREST!