

October 13, 2017

PRESS RELEASE

For Immediate Release

Wild Craft Play – Nov 4th Special Day = \$10 Adults & \$5 children

Children thrive in the wild when guided in their own discovery

Are your children hooked to technology and the couch? Would you rather they were active outside? One of the leading fears to spending time outside is the fear of not knowing. With over 17 years of experience as an outdoor educator and 3 years of specifically researching the engagement of children in nature, Jamie Black has opened Wild Craft Play 'sCool where dramatic storytelling leads children through their own Guided Discovery Learning in a nature-based settings. Save Saturday November 4th to see how she facilitates like a Hummingbird that guides a deep connection to self, others and the earth through experiential learning.

To learn more about what Wild Craft Play 'sCool offers, they are hosting a celebration/open-house/show-case/fundraiser on November 4th from 12pm until the sun sets. Join the diverse world of Wild Craft Play in The Game, be a character, go on a quest, buy, trade and barter your way through the day. Learn about the new Performing Arts, Adventure Education school and dress as your hero/heroin self. Bring a potluck dish, your own dishes, utensils, cup, instruments, weather-appropriate clothes, umbrella, chair and gold coins (loonies to donate 😊). Join in the festivities, honor and witness the showcase an enactment of the game and celebrate a deeper connection to self, others and the environment through creative and imaginative play in nature across Central Vancouver Island.

The event itself will consist of characters, archery, swordplay, role-play scenarios, music, merriment and more. We will have a BBQ, outhouse, circus tent and heaters brought in to connect, rain or shine, so wear your gumboots and keep a pocket full of gold coins (loonies), to sponsor children in the endeavors that they will be showcasing onsite. We also have a sweet little room upstairs for fire-side board games. If you are interested in registering for the program, the next intake will start December 1st, and requires you to be registered by November 4th. All program registrants and their immediate family members may attend the special event for Free!

Whether you are seeking an opportunity for your child or youth, or intend on receiving training as an adult, Jamie Black invites you to contact her, as she is on a mission to use nature and creative play as a medium to inspire a deeper connection to self, others and the environment. She has lived in this region for over 30 years and has dedicated her life to positively influencing people through dramatic storytelling and creative, imaginative play.

Attend the Wild Craft Play – Nov 4th Special Day by responding to Jamie@wildcraftplay.com or texting/calling 250-927-7923.

You can also send her a note through her website: www.wildcraftplay.com or on Facebook: www.facebook.com/wildcraftplay.

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Where Wild Craft Play 'sCool came from...

Jamie Black, graduate of the Masters of Arts in Environmental Education and Communication from Royal Roads University, experienced a satisfying and successful defense of her thesis in June, 2017. The content exploring The Hummingbird Approach: A Case Study of Guided Discovery Learning for Children in Nature, was the leading inspiration for her new mobile school Wild Craft Play 'sCool based out of Central Vancouver Island. Jamie has hosted many renditions of Wild Craft Play since 2008, and has found the perfect land (and therefore, lords of the land) in Hilliers that has brought the game alive. Upon the initiation of Wild Craft Play 'sCool, many local families have since joined this social collaboration. Jamie expresses her deep gratitude and appreciation to all volunteers, mentors, partners, participants and families for endless time, effort and support on this quest, now we get to celebrate!

Jamie Black has spent over 17 years in the outdoor adventure field in many roles; adventurer, mentor, coach, guide, and facilitator. You may have also seen her on the stage, as she has engaged in performing arts over the past decade. Now she has infused these fields together in engaging and pro-active programming that leaves participants hungry for more. Children ages 8 to 12 are hooked by the imaginative play facilitated by dramatic storytelling, a hummingbird facilitative approach, the use of props and weekly programming in nature. A newer teen program called Drawn by Nature explores through higher-risk adventures, in the process of developing a video production to be shared on November 4th, both online and in person at their special event in Hilliers. These programs were developed based on Jamie Black's perception that children need more opportunities to connect more deeply with themselves, with others and with nature, moved by the support of her new Board of Advisors who also support her as she generates a Social Enterprise with and for the communities of Central Vancouver Island.

Wild Craft Play 'sCool brings game-play, much like the feel of a video-game, yet it is in real life. Imagine the real elements among real people doing real things in a role-play scenario that is facilitated by a curious character who is not only a bit of a trickster, but often answers their questions with "That's for me to know and for you to find out." Over the past three years, many people have complained to Jamie of children and youth spending too much time on their devices, or too much time sitting on the couch (youth confessions included), which has inspired Jamie to include technology where necessary; for research, to take pictures and videos and to teach how to use it functional and effective ways that will enhance the experience, such as using a cell phone for marketing with social media. As you will find in Jamie's thesis, she chooses to learn from technology rather than compete with it, which has demonstrated a very attractive feature to techno savvy youth in the program.

The programs that are offered right now in Wild Craft Play 'sCool extend from Nanaimo to Little Qualicum River, and are growing. The very special private land in Hilliers has been generously provided to host archery, The Wild Craft Play Game, and the upcoming Special Event on November 4th. Jamie's elders, the owners of the land, believe in what Jamie is up to, continuously supporting and fostering the growth and engagement of children in activities such as archery, shelter building, knife safety, fire building and wilderness survival, all through the collaborative and imaginative play. One day, Jamie asked the lords of the land if they minded whether they could build a Scouts Hut, and when asked "What for?" they chuckled (as they often do) at her response "Well, to watch out for evil doers of course!" There is something to be said about adults joining in the imaginative play, role-modeling

creativity and wonder at a deeper level, engaging by wearing costumes, and acting out-of-the-ordinary, which has manifested an extraordinary world.

There are different children, of different ages, who engage on this land at different times, with varying skills, with different amounts of time spent as characters in this imaginative land. Some characters have been playing Wild Craft Play for over 6 years, who have made over 2000 dollars (in game currency). The children attending come from all different walks of life, different religious backgrounds, all with a common interest of being accepted for who they are and to engage in imaginative play. Wild Craft Play is a spiritual program, yet non-denominational, where nature facilitates the connection to spirit as it is understood for each participant. The magic and mystery is what is found through the whole experience, and is found in the sparkle in a child's eye when they first experience something and are marveling at its wonder, or when two children finally overcome a twenty-minute-long dispute through a riveting dual of rock, paper, scissors.