

# National Hug Your Kids Day – July 20, 2009

## Purpose

National Hug Your Kids Day was founded by Reno mom Michelle Nichols in 2008 to remind all parents to hug their kids – and spouse/partner too. She started the holiday in memory of her son Mark who died suddenly 11 years ago, in 1998, when he was 8 ½ years old. The doctors thought he just had the flu – and he died 11 days later of brain cancer.

## Date

Monday, July 20, 2009. The holiday is always held on the third Monday in July.

## Holiday Plans – Reno

On July 20, **Hug Your Kids Night at the Reno Aces** - in front of the new Reno Aces Ballpark

### 5:45 PM- 6:30 PM - FREE EVENT

Free Model Dairy ice cream, lots of family fun, Hug High cheerleaders, youth singers, a family dance, our new WCSD superintendent Dr. Heath Morrison, Reno High pitcher Drew Simpson – and more. Concludes with “Biggest Little Hug” photo

### 7:05 PM – Hug Your Kids Night ballgame

Model Dairy has donated 600 tickets (300 pairs) for the Aces game. Vouchers for the tickets will be pre-distributed to targeted families the week before the game. Drew Simpson will throw out the first pitch. Everyone is welcome to buy tickets to the game and join the in-game Hug fun.

## Holiday Plans –Nationwide

On July 20, we hope/ plan to have:

**100+ digital billboards** across the US

**Many TV, Radio, and print interviews**

**Many Gannett MomsLikeMe.com contests**, from Reno to Florida to New Jersey

**Many Major League Baseball Jumbotrons** announce the holiday

## Background

**In 2003**, on the 5 year anniversary of Mark’s death, the Nichols family had 2 billboards put up in Houston for the day that said, “Hug Your Kids Today. We Wish We Could. In Memory of Mark Nichols 1989-1998. The billboards were seen by over 500,000 people that day and ABC-TV did a touching story about the billboards and the Nichols family.

**In 2008**, ten years after his passing, Michelle Nichols, left her position writing for BusinessWeek to start National Hug Your Kids Day, write a book, and start the Hug Your Kids Today movement.

**For the 2008 holiday**, there were: **135 digital billboards** in 17 major cities that said “Hug Your Kids Today” donated by Clear Channel Outdoor, **20+ TV, Radio, and print interviews**, **8 Gannett “Citymoms.com” contests**, from Reno to Florida to New Jersey, **3 Major League Baseball Jumbotrons** announced the holiday, **3 public events** – 2 in Reno, NV and 1 in Red Bluff, CA and **1 book launch** – *Hug Your Kids Today! 5 Key Lessons for Every Working Parent*.

## For more info

Website: [www.HugYourKidsToday.com](http://www.HugYourKidsToday.com) with photos, You-Tube videos, and more!

Updated 2009 holiday plans: [www.HugYourKidsToday.com/2009.asp](http://www.HugYourKidsToday.com/2009.asp)

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