



RUCKUS NATION

Media Q&A

Why a competition?

Competitions tap into the power of the community to provide insight, innovation and impact. In recent years, competitions have generated great solutions to tough challenges. Some examples include the X PRIZE competitions (www.xprize.org), and the Ashoka Changemakers competitions (www.changemakers.net).

Who will be judging the competition?

People of all ages are welcome to sign up to be a Ruckus Nation judge! To help select semifinalists in each category, we're inviting the public to register as judges at www.ruckusnation.com. To identify category winners and our Ruckus Nation grand prize winner, HopeLab is convening select panels of judges, including kids, to help us evaluate semifinalists and determine winners. Our goal for every phase of judging is to have a Ruckus Nation judging pool that reflects a diversity of backgrounds, experience, and expertise.

What criteria are being used to evaluate and select winners?

In every round of judging, ideas will be evaluated based on the following criteria:

- Appeals to kids -- *11-14 year olds will like the product*
- Gets kids moving – *The product will get 11-14 year olds physically active*
- Keeps kids moving – *The product will keep 11 -14 year olds physically active*
- Originality – *The idea is bold, fresh and creative*
- Gives kids control – *The product will allow 11-14 year olds to be in control of its use; kids would need little to no adult supervision or assistance*

Why is the 11-14 year old age group being targeted?

Research shows that physical activity levels start to decrease in early adolescence for a large percentage of young people, while globally the rates of childhood obesity are on the rise. Establishing healthy patterns of physical activity early can benefit young people throughout their lives. Because physical activity reduces the risk of poor health outcomes associated with obesity, the goal of Ruckus Nation is to increase physical activity among middle school-aged kids (ages 11 to 14).

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1991 Broadway, Suite 136
Redwood City, CA 94063-1957

☎ 650.569.5900

✉ 650.569.5901

HopeLab.org



Why are you focusing on physical activity to address obesity?

Research shows that there is an alarming increase in sedentary behavior and obesity among kids and that, regardless of weight or weight loss, physical activity improves mental and physical well being. The goal of Ruckus Nation is to identify products that will encourage increased physical activity as a way to improve the health of all young people.

Are you looking for a video game like Re-Mission?

Not necessarily. In Ruckus Nation, we're looking for creative new ideas for products that might include games, devices, toys, and/or web-based, digital or mobile solutions that get kids to be more physically active.

Additional Resources

For complete details on the Ruckus Nation entry requirements, competition rules, and judging process, visit www.ruckusnation.com.

FAQs for the competition can be found at www.ruckusnation.com/faq.html.

For research on the issues Ruckus Nation addresses, please visit the following links:

- Ruckus Nation Physical Activity Research Summary (HopeLab)
http://www.ruckusnation.com/pdf/RN_Research_Summary.pdf
- F as in Fat: How Obesity Policies are Failing in America, 2007 (Trust for America's Health)
<http://healthyamericans.org/reports/obesity2007/Obesity2007Report.pdf>
- Global Strategy on Diet, Physical Activity and Health (The World Health Organization)
<http://www.who.int/dietphysicalactivity/pa/en/index.html>

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