

# Families across the UK urged to celebrate National Unplugging Day by entering national awards

Submitted by: My Family Club

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## National Unplugging Day

Families across Britain are urged to enter themselves and their families into the first National Unplugging Day Awards in celebration of the best off line activities such as painting, drawing, photography and writing.

The National Unplugging Awards are now open for entries until the 5 June 2016. This is the first year that National Unplugging Day have launched their awards following on from the huge success of the UK's first ever National Unplugging Day which saw over half a million parents pledge to unplug in 2015.

This year's National Unplugging Day (<http://www.nationalunpluggingday.co.uk>) is held on Sunday 26th June 2016 and is asking parents around the UK and beyond to pledge to spend the day unplugging away from technology.

With traditional family values under constant attack from modern day living and a variety of mental, physical and emotional issues stemming from technology overuse people of all ages have never been more desperate to find ways to get a handle on theirs and their families digital habits and get some boundaries in place.

Gemma Johnson, creator of National Plugging Day said "I am delighted to open up the awards this year with the sole focus of encouraging children and parents to spend time off-line together engaging in activities that foster communication and create lasting memories. Time flies by so fast and we want the National Unplugging Day Awards to open up space in our increasingly busy lives to press the 'pause button' and reflect, take in the nature and the environment around us without digital distractions constantly tugging for our attention"

There are five awards in total and are open to both parents and children who will be able to win a whole host of incredible exclusive prizes ranging from luxury glamping mini breaks, family meals and exclusive days out for the whole family.

Entries will be accepted across a range of different child's ages: Pre School, Primary School and Senior School. Entries will be judged by a range of leading experts, journalists, artists and business leaders including Editor of ITV News Rachel Corp, Sponsor of the Wildlife/Animal Painting and Drawing Award and Creator of the Virry Art Book Svetlana Dragayeva, Main Partner Whatson4 Director Debbie Bird, Award winning Children's Author Peter Johnson and British Contemporary Artists Toby Ray and Yvonne Coomber.

## PARENT & CHILD AWARD CATEGORIES

Short story – hand-written short story – 500 words (any subject)

Judge: Rachel Corp Writer, Broadcast Journalist and Editor of ITV London

Short Poem & artwork combined (What does Unplugging mean to you and your family?)

Judge: Award winning Children's author Peter Johnson

Best artwork/painting/drawing

Judge: Toby Ray – British Contemporary Artist & British Contemporary Visual Artist Yvonne Coomber

Best wildlife/animal painting/drawing

Judge: Svetlana Dragayeva, Film producer and creator of BAFTA winning independent children's app VIRRY

Best wildlife / nature photograph (We want to encourage you to go on a nice walk together somewhere and snap away with a camera)

Judge: Debbie Bird, Director at What's On 4 and board of the Children's Activities Association.

Commenting on their involvement with the awards, Virry Art Book Creator, Svetlana Dragayeva (<http://www.virryapp.com>), said "It's a pleasure to be involved with the wildlife animal painting award, I can't wait to see all the entries. Technology is essential for us all but ensuring children experience art and wildlife is just as important. Boosting creativity is one of the most important things we can do for our children."

The Children's Activities Association (<http://www.childrensactivitiesassociation.org>) are also one of the major partners supporting National Unplugging Day and are 100% behind National Unplugging Day on Sunday 26th June.

Debbie Bird, Director of Whats On 4 and board member of the British Activities Association who are partnering with National Unplugging Day said: "The Children's Activities Association are pleased to support National Unplugging Day on Sunday 26th June. With the negative impact of excessive screen time and increasing levels of childhood obesity rarely out of our media, National Unplugging Day is a fabulous initiative and one we are delighted to promote to our members and parents."

Debbie added: "At What's On 4 we've been promoting kids' activities for the last 10 years & we know, as mums ourselves, there's nothing better than getting up and active and spending quality time with your little ones. We're really looking forward to 'unplugging' on Sunday June 26 therefore and will be encouraging the Nation's parents to join us, get out there and have fun with their families!

To enter the awards please visit [NationalUnPluggingDay.co.uk](http://NationalUnPluggingDay.co.uk) (<http://nationalunpluggingday.co.uk>). The awards will be publicised on National Unplugging Day and MyFamilyClub and MyFamilyClub's rapidly growing social media sites that have a combined following of over 100,000 followers.

#### ABOUT NATIONAL UNPLUGGING DAY

National Unplugging Day happens for the second time in the UK on Sunday 26 June where families will unplug from their devices to spend time with their loved ones without using technology. The National Day of Unplugging recognises the value and importance of technology in today's society whilst trying to encourage people (especially families and young children, the connected generations who have grown up with ever-present technology), to be more mindful of their digital usage. This day is not intended to be

a one-off, but rather a starting point to encourage people of all ages to embrace a healthy lifestyle by regularly setting aside time away from their digital devices.

Nationalunpluggingday (<http://www.nationalunpluggingday.co.uk>)

#### About MyFamilyClub

MyFamilyClub (<http://www.myfamilyclub.co.uk>) helps parents make, save & manage their money. We're here for parents with children of all ages, from birth until the day they leave home. On the site you'll find tips and guides on money-saving, money making and budgeting, as well as tools to help you manage your family finances. MyFamilyClub also rounds up the best vouchers, offers, deals and discounts, and tells you where to find your household essentials at the best prices every week.

#### About Whats on 4

Whatson4 helps families all over the world with their multi-award winning online guides and events.

What's On 4 has 37 websites in 7 countries across the world! For more information please visit whatson4 (<http://www.whatson4.co.uk>)

#### About The Children's Activities Association

The Children's Activities Association are a not-for-profit organisation whose expert members see the fantastic benefits children's activities bring every day. They give parents a bench mark for all organised children's activities by establishing and improving consistent standards and accreditation They also give more children the opportunity to experience a wider range of organised activities. For more information please visit The Children's Activities Association (<http://childrensactivitiesassociation.org>)

For more information and image requests please email Charlotte Vaughan – [Charlotte@myfamilyclub.co.uk](mailto:Charlotte@myfamilyclub.co.uk)  
Mobile 07817 140174