

34th Annual Kids Day in the Park

SUPERscience!

11 a.m.-3 p.m. Saturday, April 27, 2024
Hagan Community Park
2197 Chase Drive
Attendance: 5,000

MISSION

Kids Day is a festival geared to families of small children. A fun day of activities for small children and their families, it is also a health and resources fair with providers on hand to engage parents and provide information. Target group is children 12 and younger and their parents. Kids Day has been a favorite Rancho Cordova special event for more than three decades. Calling all young Einsteins! Strap on your goggles and strap in for fun on an adventure inside a mad scientist-themed playground.

COLLABORATORS

Kids Day in the Park is a broad partnership of health, education and service providers in the community. Major players include Cordova Recreation and Park District, Sacramento County Department of Health Services, Folsom Cordova Unified School District and healthcare providers. This year's event promises plenty of freebies and a safe day of green grass, blue skies and fun!

ATTENDANCE

Kids Day in the Park is a longstanding event which continues to evolve. The Cordova Community Council is the event producer. Event admission is free. Food and beverage are available at modest prices. 2023 attendance exceeded 5,000 kids and adults.

PUBLICITY

Kids Day is marketed to the community through local media, social media, signage and distribution of information through the schools and preschools throughout Rancho Cordova. Online parenting websites and publications are also utilized.

Planning cycle begins in January, with sponsor deadline for collateral materials on March 15. Event marketing begins April 1. Kids Day enjoys strong support in the local media and colorful post-event coverage.

SPONSORS

Kids Day is a wonderful gathering of our community's youngest children and their parents, all exploring and celebrating during a fun day together. Along the way they receive information to lead healthy, happy lives in Rancho Cordova. If healthy, happy kids is your mission, Kids Day is your event.



$$E=MC^2$$

