Creative Car Games for Summer Road Journeys
By Jessica Efird

Road trips are as integral to summer as barbecues, camp and swimming. But if a long car drive is all about getting from Point A to Point B, why not plan your next family road trip as a road journey instead?

A journey suggests new experiences, exploration and learning, all of which are possible during family travel. Use any of these creative car games or curiosity questions to make your next journey more enjoyable without having to pack any extra supplies!

· “That’s not something we see every day!” Try this activity either as a game you play the entire time you are in the car, or as a speed game to see who can spot the most unusual or out-of-the-ordinary item during a set time interval.

· “I wonder where that car is going?” A fun game to play with very young children. Choose interesting vehicles and make up stories, such as a grandma visiting her grandkids, a family traveling to go camping, or a big rig operator and what’s in his haul. Another way to make this game educational is to look at the state on the car’s license plate and determine if the car is going toward or away from the state.

· Category ABCs. Pick a category such as fruits and vegetables, first names or even PBS KIDS characters and go through each letter of the alphabet, taking turns coming up with items beginning with the letter. For an extra challenge, go backward through the alphabet.

· The Alphabet Hunt. For younger children, instead of trying to think of words that start with a certain letter, encourage letter recognition by working your way through the alphabet visually, suggests Anna Grashorn, mom to a young son in Columbus, Ohio. She encourages using signs, billboards, license plates or anything else outside your car to work your way through the ABCs.

· “Let’s Google It!” If you have access to a smartphone, you can Google interesting town names, historical markers or other items that catch your family’s attention, suggests Townsend. Alternatively, make a list of some of the most unusual signs or town names you see and Google them once you return home as a way to relive the fun of your vacation.

Don’t forget other classic games such as I-Spy and Twenty Questions!

http://www.pbs.org/parents/summer/road-trip-games-for-kids/

Sneaky Green Smoothie

Ingredients
1/2 cup orange juice
2 large handfuls organic raw baby spinach
1 cup Nonfat Vanilla Greek Yogurt
1 cup frozen organic blueberries
1/2 frozen banana
1/4 cup 100% cranberry juice

Directions
This is the secret: The trick to successfully hiding spinach in a smoothie is to pre-blend the spinach so that there are no tell-tale green bits left behind. To do this, add two large handfuls of fresh organic baby spinach to a blender with 1/2 cup of orange juice and blend very well.

Add the remaining ingredients to the blender and blend until smooth.
Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.
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“Inside Story Headline

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

Caption describing picture or graphic.
This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it’s a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you’ve received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you’ve created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.