



global cardboard challenge

What is the Global Cardboard Challenge?

This fall, the Imagination Foundation invites the world to join the 5th Annual Global Cardboard Challenge! Inspired by the short film, "Caine's Arcade," the Global Cardboard Challenge is a worldwide celebration of child creativity and the role communities can play in fostering it.

The Global Cardboard Challenge is an opportunity for kids to build whatever they can dream up out of cardboard, recycled materials and imagination! Then on October 1st, 2016, commemorating the anniversary of the flash mob that came out to make Caine's day in the short film, communities will come together and play! Since its launch, the Global Cardboard Challenge has impacted over 500,000 participants from 60 countries, and was named a Champion in LEGO's "Re-imagine Learning" Challenge.





Build Something Awesome

Register at cardboardchallenge.com then watch "Caine's Arcade" and have kids build something awesome out of cardboard, recycled materials and imagination. Do it anywhere – schools, backyards, parking lots, libraries!



Celebrate & Play

Culmination is on Oct 1, 2016, a day of play, commemorating the flash mob that came out to make Caine's day in the short film. Invite family, friends and the community to come celebrate child creativity.



Share with the World!

Share pictures, video and stories using [#cardboardchallenge](https://twitter.com/search?q=%23cardboardchallenge) on social media. Help us build the movement to foster creativity and entrepreneurship in kids everywhere!

From a Movie to a Movement

The short film "Caine's Arcade" tells the story of a chance encounter between filmmaker Nirvan Mullick and Caine Monroy, a 9-year-old boy who spent his summer vacation building an elaborate cardboard arcade inside his dad's East Los Angeles auto parts shop. On the last day of summer, Nirvan became Caine's first customer. Amazed by the boy's creativity, Nirvan organized a flash mob of customers to surprise Caine, and he made a film about it. "Caine's Arcade" became a viral sensation, widely cited as one of the most inspirational stories of 2012.

The Imagination Foundation was created soon after to foster creativity and entrepreneurship in kids everywhere.

How It Works

The 5th Annual Global Cardboard Challenge kicks off in September and culminates on October 1, a day of play. During the Challenge, kids all over the world build using whatever resources are available, making arcades games, castles, robots, rocket ships – anything they can dream up. Activities will take place over the entire month of September. You decide whether to organize elaborate multi-day projects, or one day celebrations.

Why We Do It

The Global Cardboard Challenge gives children an opportunity to explore their imaginations and unleash their natural creative talents. As they design and build, they engage in a simple learning process called Creative Play. It teaches valuable 21st century skills like critical thinking, resourcefulness, perseverance, and collaboration. It also brings communities together to foster and celebrate child creativity!

About the Imagination Foundation

The mission of the Imagination Foundation is to find, foster and fund creativity and entrepreneurship in children around the world to raise a new generation of innovators and problem solvers who have the tools they need to build the world they imagine. Visit imagination.is

Links to Discover More

- Register your participation and download resources at cardboardchallenge.com
- See LEGO's video on our work here <https://youtu.be/VtA2ubRDvAs>
- Watch our new film series, Science at Play imagination.is/scienceatplay, made possible by Google