



 dirt is good

Contributing Experts to the List:

- Melinda Messenger - Celebrity mum
- Michaela Strachan - Children's TV presenter
- Iain Lauchlan - Director, Tell-Tale productions and writer of 'The Tweenies'
- Doug Cole - Chairman, International Play Association
- Eileen Hayes - Author, magazine columnist, trained counsellor and frequent broadcaster on TV and radio
- Sarah Jarvis - GP and Radio 2 doctor
- Clare Walters - Parenting and play expert
- Maire Fahey - Editor of Prima Magazine
- Maggie Fisher - NHS Health visitor
- Suzie Mitchell - Educational psychologist and author
- Gael Lindenfield - Author and psychotherapist
- Graham Parsons - National School Grounds Week manager at Learning Through Landscapes

Persil believes that getting dirty is a natural part of experiencing and enjoying life and have launched the Dirt Is Good Campaign to encourage an active lifestyle for children which aids their learning and development. For more information visit www.dirtisgood.co.uk

The
33 things you should
do before you're **10**

The 33 things you should do before you're 10

1. Roll on your side down a grassy bank

2. Make a mud pie

3. Make your own modelling dough mixture

4. Collect frogspawn

5. Make perfume from flower petals

6. Grow cress on a windowsill

7. Make a papier-mâché mask

8. Build a sandcastle

9. Climb a tree

10. Make a den in the garden

11. Make a painting using your hands and feet

12. Organise your own teddy bears picnic

13. Have your face painted

14. Bury a friend in the sand

15. Make some bread

16. Make snow angels

17. Create a clay sculpture



18. Take part in a scavenger hunt

19. Camp out in the garden

20. Bake a cake

21. Feed a farm animal

22. Pick some strawberries

23. Play pooh sticks

24. Recognise five different bird species

25. Find some worms

26. Ride a bike through a muddy puddle

27. Make and fly a kite

28. Plant a tree

29. Build a nest out of grass and twigs

30. Find ten different leaves in the park

31. Grow vegetables

32. Make breakfast in bed for your parents

33. Make a mini assault course in your garden