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Blue Parachute Launches Free Football Game to Help Families With Children With Autism Make Game Day More Inclusive

ScoreCards Jr. turns watching football into a simple, fun way for families to play, connect, and participate together

[Elgin, IL] — [Date] — Blue Parachute, the online video resource created by By Your Side Autism Centers, has launched **ScoreCards Jr.**, a free Print & Play football game designed to help families with children with autism make game day more inclusive, interactive, and connected.

ScoreCards Jr. takes a familiar family activity, watching football on TV, and turns it into a simple game families can play together. Kids watch for common football moments like touchdowns, flags, replays, and commercials. When something on TV matches a card, they play the card and use simple prompts to talk, point, wait, take turns, or celebrate.

“We’re not asking families to stop watching football and do an autism activity,” said Brad Balduf, Founder of Blue Parachute. “We’re helping them turn football into a more inclusive family activity. ScoreCards Jr. is a fun, practical way to help kids participate in something the family may already be doing.”

The free game was created with autism families in mind, but it can be used by any family that wants to help kids follow the game and feel more involved.

“Learning appropriate play and social skills is an important part of a child’s development,” said Sally Smith, Board Certified Behavior Analyst. “What I like about ScoreCards Jr. is that it uses a real-life family routine to create simple opportunities for communication, shared attention, turn-taking, waiting, and play.”

ScoreCards Jr. is not therapy and is not intended to replace individualized support. It is a free family resource designed to make game day easier to join, easier to follow, and more fun to share.

“Sometimes support doesn’t have to look clinical,” Balduf said. “Sometimes it looks like sitting on the couch, watching the game, pointing to a flag, saying ‘touchdown,’ and giving someone a high-five.”

Families can download the free ScoreCards Jr. Print & Play PDF at:

www.theblueparachute.com

About Blue Parachute

Blue Parachute is an online video resource created by By Your Side Autism Centers to provide practical autism support for parents, caregivers, educators, and communities. Through easy-to-access video lessons, Blue Parachute helps families better understand and support important skills related to communication, behavior, learning, play, and daily life.

Media Contact

For interviews, media appearances, downloadable assets, or more information about **Blue Parachute ScoreCards Jr.**, please contact:

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Campaign Overview

Blue Parachute Scorecards Jr. Turns Football Watching Into Family Play.

The idea is simple: take a mainstream activity millions of families already understand, watching football on TV, and add a fun card game that helps kids follow the action, match what they see, communicate, take turns, and play along with everyone else.

This is not a lame “autism thing” dressed up as a game. It’s a real game-day resource designed to be fun for the whole family, while quietly supporting the kinds of connection, communication, waiting, shared attention, and play skills Blue Parachute helps families build.

The free Print & Play PDF becomes the give. The awareness, email capture, and introduction to Blue Parachute’s video subscription become the get.

Outreach Setup

ScoreCards Jr. is built for online momentum: a free, useful football-season resource shared through autism blogs, parent creators, educators, therapists, sports media, local media in markets where By Your Side has locations, and Blue Parachute’s own channels.

This isn’t a “please cover our company” campaign. It’s a give-first awareness play: offer families something they can use right away, then introduce them to Blue Parachute’s video subscription.

Simple pitch: We took something families already do, watching football, and turned it into a fun, inclusive way to play together.

Media Outreach

ScoreCards Jr. gives Blue Parachute a simple, shareable way to enter the football-season conversation with something families can actually use.

The strategy is to lead with a free Print & Play game that helps families with children with autism make game day more inclusive, then use that value-first offer to drive awareness, downloads, email capture, and interest in Blue Parachute’s video subscription.

Autism Parent Blogs	Autism Influencers / Parent Creators
Goal: Get resource mentions, backlinks, newsletter inclusion, and downloadable-resource placement. Strategy: Pitch this as useful content, not a company announcement. Best hook: A free football-season activity that helps families include kids with autism in game day. What to send: Short email, download link, and one paragraph on why football works as a shared family activity. Best ask: Would you consider sharing this free resource with your readers?	Goal: Social shares, stories, personal reactions, and “this could help families” posts. Strategy: Make it personal and easy to share. Don’t ask them to promote Blue Parachute. Ask them to share a free resource families can use. Best hook: Here’s a free game that helps kids with autism play along during football Sunday. What to send: Personal note, download link, and a suggested caption they can adapt. Best ask: Would you be open to sharing this with your audience?

Autism Clinics And Therapists Goal: Get clinics and therapists to share it with families as a take-home resource. Strategy: Position it as a simple family carryover activity, not a clinical tool. Best hook: A free, low-pressure home activity that supports shared attention, communication, waiting, turn-taking, and play. What to send: Short professional email, download link, and suggested parent handoff language. Best ask: Would this be useful to share with your families during football season?	Schools And Special Education Teams Goal: Get the download into newsletters, resource emails, and family engagement communications. Strategy: Frame it as home engagement, not classroom curriculum. Best hook: A free printable family activity for football season that helps students participate, communicate, and play at home. What to send: School-friendly email, download link, and suggested newsletter blurb. Best ask: Could this be included in your family resources or parent newsletter?
Local Media Goal: Earn local news, radio, parenting magazine, and community coverage in markets where By Your Side has centers. Strategy: Lead with local relevance and human interest. Best hook: Local autism organization launches free football game to help families with children with autism connect on game day. What to send: Press release, short pitch from Brad, download link, media contact, and offer for interview. Best ask: Would this be a fit for a local family or community story?	Parenting Newsletters And Community Groups Goal: Get broad sharing through local family networks, libraries, parent groups, community centers, and inclusive recreation programs. Strategy: Keep it simple, warm, and useful. Best hook: A free, fun, print-at-home game families can use during football season. What to send: Short blurb, download link, and suggested copy they can paste. Best ask: Would you share this free family activity with your community?
Blue Parachute/BYS Owned Channels Goal: Turn the launch into an ongoing content campaign, not one post. Strategy: Break the concept into small pieces: why football, how to play, parent tips, play skills, and family connection. Content ideas: Launch post, quick how-to video, “Why football?” post, Brad quote, BCBA quote, parent tips, behind-the-game story, download reminders.	Sports Media Goal: Earn coverage from sports radio, TV sports anchors, football writers, podcasts, fan sites, and local sports outlets. Strategy: Lead with football passion first, then the autism/family angle. This shouldn’t feel like a healthcare pitch. It should feel like a game-day story about helping more kids get into football. Best hook:

CTA: Download the free ScoreCards Jr. Print & Play PDF.	Helping kids with autism get into football, from the couch. What to send: Short email from Brad, download link, and offer for interview or media appearance. Best ask: Would this be a fit for a feel-good football story with a family angle?
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