

## FW: Request for Meeting on LEGO

From: Winkelmans, Tim EDUC:EX <Tim.Winkelmans@gov.bc.ca>  
To: Reynolds, Kira L EDUC:EX <Kira.Reynolds@gov.bc.ca>  
Sent: August 24, 2020 1:08:53 PM PDT  
Received: August 24, 2020 1:08:53 PM PDT  
Attachments: LEGO\_Replay BC Introduction.pdf, RePlay\_Activity\_Booklet.pdf

This looks legit. Would it be appropriate for SSBC, or are pieces too small?

**From:** Nicole Johnson  
**Sent:** August 24, 2020 10:45 AM  
**To:** McCrea, Jennifer EDUC:EX ; Winkelmans, Tim EDUC:EX  
**Cc:** EDUC Learning Division EDUC:EX  
**Subject:** Request for Meeting on LEGO

**[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.**

### Meeting Request: LEGO

Good morning, Jennifer and Tim,

My name Nicole Johnson and I am writing to you today to request a virtual meeting between yourselves and/or a member of your team, and **LEGO** representatives, **Lauren O'Hara**, Director of Customer and Consumer Engagement and Environmental Responsibility, and **Karen Hughes**, Principal Lead of Public Affairs of North America.

Lauren and Karen would appreciate an opportunity to discuss with you the **LEGO Replay program**, which allows LEGO brick owners to pass along bricks they are not using to children's charities and educational initiatives. The program, which is administered by LEGO, through partnership with education ministries and charities, seeks to share the power of play with children who need it the most.

In 2019, Replay was launched in the United States as a pilot program and has since seen tremendous success. LEGO is looking to expand this success to Canada and has identified British Columbia as a potential partner due to the province's laudable progress towards embedding learning through play and discovery-based STEAM at the elementary school level and education system reputation.

As part of this request, I have attached a **briefing document** that outlines the Replay program and LEGO's plans for a program launch in B.C., as well as a sample **activity booklet** that is typically provided to educational partners with the donated bricks to inspire hands-on learning opportunities and projects for students in an at-home or school setting.

Thank you for taking the time to consider this request. To make Replay a reality in B.C., Lauren and Karen would like to discuss the project further with you via video- or tele-conference at your earliest convenience. If you have any questions, please do not hesitate to contact me at 250-893-4374 or [njohnson@globalpublic.com](mailto:njohnson@globalpublic.com).

Yours sincerely,

**Nicole Johnson**

Senior Consultant  
Global Public Affairs  
Suite 740, 730 View St.  
Victoria, BC  
Mobile: 250-893-4374

[njohnson@globalpublic.com](mailto:njohnson@globalpublic.com)  
[www.globalpublicaffairs.ca](http://www.globalpublicaffairs.ca)



## Give your LEGO® bricks a new home

Want to spark joy and creativity in children by giving your much-loved LEGO bricks to kids who will love them, too?

Replay will help you share the power of play with children who need it the most.

### What is LEGO Replay?

LEGO® brick owners know that LEGO elements last for generations, and 97% of LEGO owners keep or share their bricks, passing them on to family or friends. At the LEGO group, we pride ourselves on the high quality and longevity of our brick. As part of our Planet Promise, we want to help LEGO owners ensure that LEGO Bricks can be rebuilt and replayed with – having a new, creative life.

LEGO Replay gives LEGO brick owners the opportunity to pass along bricks they aren't using to children's charities and educational initiatives. The program is easy to use. LEGO owners simply collect loose blocks, sets, or elements, place them into a cardboard box, and ship to our partner, [Give Back Box](#), using a free shipping label. Each brick is sorted, cleaned and added to donation boxes that are shared with kids in need of play through charity and educational partners.

### LEGO Replay History

Currently, the Replay program is only available in the United States but is **soon to be launched in Canada**. Since its U.S. pilot launch in October 2019, over 5,500 boxes of used LEGO elements have been donated, amounting to over 200,000 lbs of brick and reaching over 18,000 children in need. In the U.S., the LEGO Group partnered with Teach for America to distribute Replay products to classrooms across the country. This sustainable and charitable approach to play has attracted over 1,500 media placements and has reached over 70 million US consumers.

### How it works



*3 Simple Steps to Donate*



*“Learning through play can have a tremendous impact on a child’s cognitive development. Through play, children develop fine motor skills, think creatively, and can learn how to problem solve through teamwork. “But not everyone has access to such resources. LEGO Replay, and the instructional resources they provide educators, will help give more students access to this opportunity.”*

**Teach For America’s** Chief Operating and Program Officer Susan Asiyambi

### **The Canadian Approach**

Replay Canada will officially launch on August 31, 2020. The launch will happen across LEGO-owned communications channels, as well as broader public and social media channels.

Following the established LEGO Replay model, the Canada program will take brick donated from Canadian LEGO owners and help redistribute them to schools, children’s charities and Indigenous communities.

#### **Covid-19 Considerations**

Prior to Covid-19, LEGO Replay boxes were focused on in-classroom support, with boxes providing learning through play to a classroom of 15 children. However, following the onset of Covid-19, LEGO quickly pivoted to ensure the safety of children and continued brick accessibility. LEGO Replay will now offer two donation box sizes. The first is an individually sized brick box to provide learning through play for one child either in a classroom or at home. The second is a larger classroom group box with instructions for disinfection.

Replay brick boxes are cleaned using strict LEGO cleaning processes, aligned with how LEGO cleans in-store play brick. Donated bricks are cleaned and disinfected using a high temperature dishwasher and then isolated within cardboard packaging during shipping.

**LEGO is seeking partners in British Columbia and Nova Scotia for our first donations to support learning through play for kids in need.**

### **British Columbia and LEGO Replay**

The province of British Columbia was selected as one of LEGO Replay’s first Canadian programs due to the province’s work in developing learning through play strategies, such as their BC Play Today handbook, and the significant supports and policies that have been developed to help underserved students. This work is coupled with the strong presence of Indigenous education organizations, such as the First Nations Education Steering Committee, as well as the Education Ministry’s commitment to improving outcomes for Indigenous students, as outlined in their most recent service plan. The Replay program also aligns with B.C.’s objectives on reducing plastics pollution and encouraging reuse of durable plastic products.



**LEGO seeks to develop a relationship with the B.C. Ministry of Education, Indigenous education stakeholders, and school boards across the province to identify select schools to assist with the launch of LEGO Replay Canada.**

#### **Current Timelines**

**July-August 2020:** Build partnership with education stakeholders in British Columbia and Nova Scotia to assist with our goal to launch LEGO Replay

**August 31, 2020:** Launch LEGO Replay in Canada partnering with key associations including charities and schools to support Canadian's most in need children

**January 2021:** Begin donations of LEGO Replay brick boxes to partner charities and schools

#### **LEGO Replay Canada Partners**



The LEGO Group will partner with Right to Play and True North Aid to incorporate LEGO Replay bricks into their youth initiatives for Indigenous children across Canada. These bricks will be part of local play-based programs designed to protect, educate and empower Indigenous children and youth.





# **BUILDING WITH BRICKS**

Activity Booklet



## Introducing the activities

This booklet includes activities that are best suited for children over the age of 7.

The activities in this booklet are structured into three different areas to help you find a suitable activity:

### Getting started

Introductory activities to introduce games that use building bricks.

### Let's move

Activities that encourage the children to move their bodies.

### Imagine and create

Activities that spark children's imagination and creativity.



## Glossary of icons

The icons below indicate if the children will work on their own, in pairs, or in different sized groups during the activity.



Activity done individually.



Activity done in pairs.



Activity done in groups of 3–6 children.



Activity with more than 6 children working together.

The following icons indicate the estimated duration of each activity. This varies depending on the group, so please read the activity description before starting to see what works for each particular group.



5-10



10-20



20-30



30-40



5-10



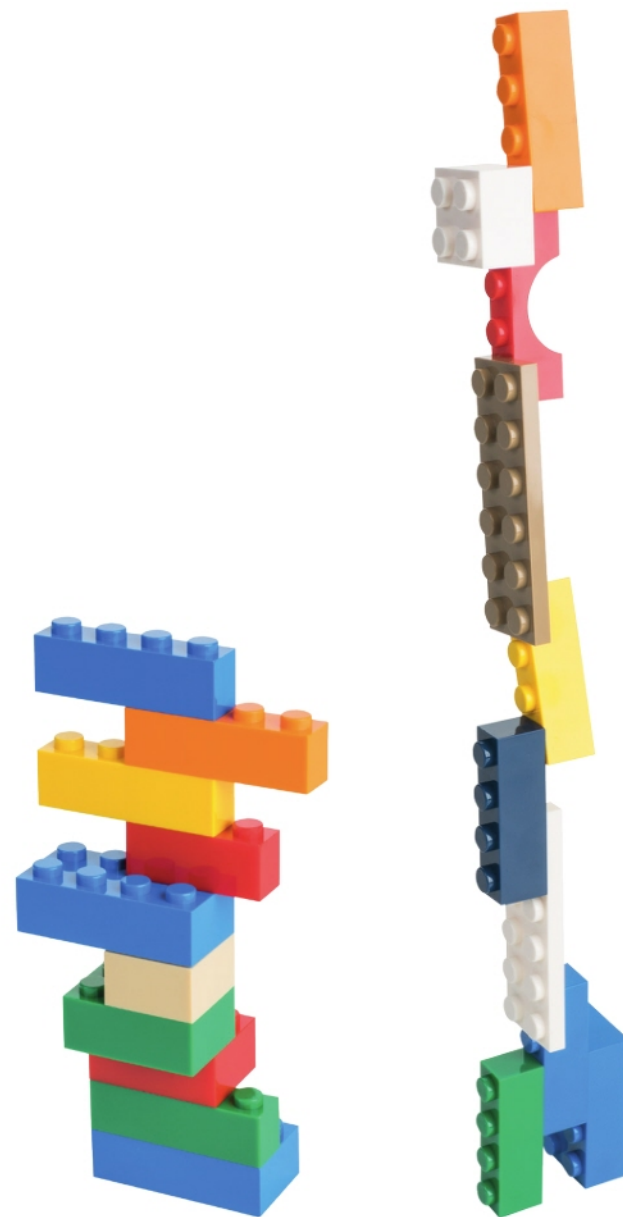
## Mini-tower

### Activity steps

- Ask the children to pick 10 bricks each, without saying why.
- Then give them the task of building the tallest tower, using only those 10 bricks.
- Ask some children to show how they tackled the task.

### Tips and ideas

Children learn a lot from watching and getting inspiration from each other, so make sure to allow and encourage this.







5-10



## Colour Collect

### Activity steps

- Sit in a circle bricks poured out in the middle.
- Ask the children to turn their backs to the pile of bricks.
- As you say a color, the children should move around and collect as many bricks as they can in that color within 30 seconds. Keep track of the time, and tell them when 20 and 10 seconds are left.
- When the time is up, and the children have the bricks in their hands, ask them to build a model, using only those bricks, for 1-2 minutes.

### Tips and ideas

- If you have a bigger group and don't have time for everyone to share with the full group, let each child share his/her model with the child next to them.





10-20



## Fantasy Creature

### Activity steps

- Each child is to build a fantasy creature. Tell them the time they have available – 10 minutes, for example. If needed, remind the children to build individually and without talking to each other.
- After finishing their creatures, the children should pair up and present their fantasy creature to their partner. Help the children make their presentations by giving them a few questions to answer.
  - **What is its name?**
  - **Where does it live?**
  - **What can it do?**
  - **What does it eat?**

### Tips and ideas

- As a next step in the activity, you can ask the children in pairs to merge their ideas and to build one fantasy creature out of two.
- You can also move on to a story-telling activity afterwards.





10-20



## Brick Balance

### Activity steps

Each child has a number of bricks (approx. 10 bricks) close to them.

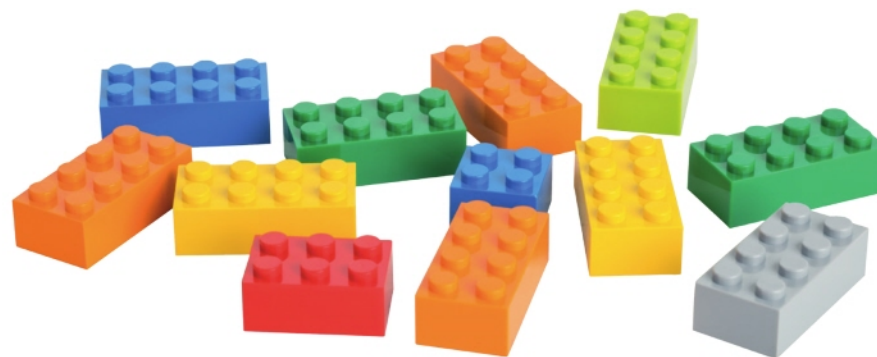
Give instructions about where the children should place a brick: – **on your head, hand, foot, elbow, for example.**

Continue the game until the children have as many bricks as they can balance on their body at the same time.

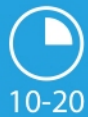
### Tips and ideas

Try to adapt the challenge of the activity, depending on the age of the children and their motor skills.

If you want, you can say that if a child drops a brick s/he has to step out of the game and then continue until there is only one child left.







10-20



## Co-creation

### Activity steps

- Divide the children into groups of 3, and make sure they have a pile of bricks in the middle.
- Give each child in the group one thing each they have to build: – **a car, boat or airplane, for example.**
- Start the clock and let the children build their model. After 5 minutes ask them to give their model to the child to their left. It is okay if the models are not finished.
- With the new model the children need to continue to build what they were building first. For example, the child given the assignment of building a car at first has to make the new model in front of them into a car by adding new bricks to the model. They cannot remove bricks or change the placement of any bricks.
- Continue around until the models have completed a circle around the group.
- Let the children inspect their first build, and find out whether they can see what it now looks like.





20-30



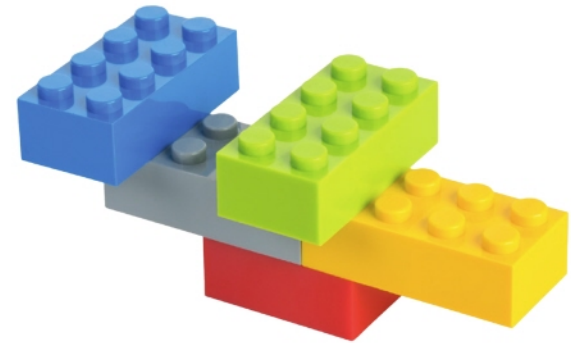
## Creationary

### Activity steps

- Divide the children into smaller groups, and let each group have a pile of bricks.
- One member of each group will get a word from the adult without the rest of the group being able to hear it. Examples of words could be "sun", "water", "tree", "car", "ball" etc.
- The child has to try to explain the word by building a model using the bricks – and the child is not allowed to say anything other than "yes" if the children in the group guess correctly.
- When the group has guessed right, a new member of the group gets a new word from the adult.

### Tips and ideas

- If you are doing the activity with older children, you can have more complicated words or sentences, such as "man in the moon", "volcano" etc.



## RE: Request for Meeting on LEGO

From: Reynolds, Kira L EDUC:EX <Kira.Reynolds@gov.bc.ca>  
To: Winkelmans, Tim EDUC:EX  
Sent: August 24, 2020 1:14:12 PM PDT  
Received: August 24, 2020 1:14:00 PM PDT

Sure. Lots of early years/child care programs use Lego. SSBC programs would definitely have families who use Lego. Renee and I can meet with this group and then see if we can convey their message to our SSBC colleagues.

Kira

---

**From:** Winkelmans, Tim EDUC:EX  
**Sent:** August 24, 2020 1:09 PM  
**To:** Reynolds, Kira L EDUC:EX  
**Subject:** FW: Request for Meeting on LEGO  
This looks legit. Would it be appropriate for SSBC, or are pieces too small?

---

**From:** Nicole Johnson <[njohnson@globalpublic.com](mailto:njohnson@globalpublic.com)>  
**Sent:** August 24, 2020 10:45 AM  
**To:** McCrea, Jennifer EDUC:EX <[Jennifer.McCrea@gov.bc.ca](mailto:Jennifer.McCrea@gov.bc.ca)>; Winkelmans, Tim EDUC:EX <[Tim.Winkelmans@gov.bc.ca](mailto:Tim.Winkelmans@gov.bc.ca)>  
**Cc:** EDUC Learning Division EDUC:EX <[EDUC.learningdivision@gov.bc.ca](mailto:EDUC.learningdivision@gov.bc.ca)>  
**Subject:** Request for Meeting on LEGO

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**Meeting Request: LEGO**

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Lauren and Karen would appreciate an opportunity to discuss with you the **LEGO Replay program**, which allows LEGO brick owners to pass along bricks they are not using to children's charities and educational initiatives. The program, which is administered by LEGO, through partnership with education ministries and charities, seeks to share the power of play with children who need it the most.

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As part of this request, I have attached a **briefing document** that outlines the Replay program and LEGO's plans for a program launch in B.C., as well as a sample **activity booklet** that is typically provided to educational partners with the donated bricks to inspire hands-on learning opportunities and projects for students in an at-home or school setting.

Thank you for taking the time to consider this request. To make Replay a reality in B.C., Lauren and Karen would like to discuss the project further with you via video- or tele-conference at your earliest convenience.

If you have any questions, please do not hesitate to contact me at 250-893-4374 or [njohnson@globalpublic.com](mailto:njohnson@globalpublic.com).

Yours sincerely,

**Nicole Johnson**

Senior Consultant

Global Public Affairs

Suite 740, 730 View St.

Victoria, BC



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[njohnson@globalpublic.com](mailto:njohnson@globalpublic.com)  
[www.globalpublicaffairs.ca](http://www.globalpublicaffairs.ca)

## RE: Request for Meeting on LEGO

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From: Gordon, Stephanie EDUC:EX <Stephanie.Gordon@gov.bc.ca>  
To: McCrea, Jennifer EDUC:EX <Jennifer.McCrea@gov.bc.ca>  
Sent: August 25, 2020 9:06:03 AM PDT  
Received: August 25, 2020 9:06:03 AM PDT

Hi Jennifer! Hope you're having a good morning!

Can you please let me know if you would like me to CLIFF this log and action it for response? Or if you will reply directly?

Thanks!

Steph

---

**From:** Nicole Johnson

**Sent:** August 24, 2020 10:45 AM

**To:** McCrea, Jennifer EDUC:EX ; Winkelmanns, Tim EDUC:EX

**Cc:** EDUC Learning Division EDUC:EX

**Subject:** Request for Meeting on LEGO

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Mobile: 250-893-4374

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## Follow-up: Request for Meeting on LEGO

From: Reynolds, Kira L EDUC:EX <Kira.Reynolds@gov.bc.ca>  
To: 'njohnson@globalpublic.com'  
Sent: September 2, 2020 2:17:13 PM PDT  
Received: September 2, 2020 2:17:00 PM PDT  
Attachments: image003.jpg

Hi Nicole,  
Nice to virtually meet you today. My contact details are below.  
Sincerely,

**Kira Reynolds**

Manager, Early Learning

Learning Division | Ministry of Education

Cell: (250) 508-9251 | [Kira.Reynolds@gov.bc.ca](mailto:Kira.Reynolds@gov.bc.ca)

<https://www.gov.bc.ca/earlylearning>

*Working on the traditional homelands of the Lekwungen speaking peoples of the Esquimalt and Songhees Nations*



Where ideas work



---

**From:** Nicole Johnson <[njohnson@globalpublic.com](mailto:njohnson@globalpublic.com)>

**Sent:** August 24, 2020 10:45 AM

**To:** McCrea, Jennifer EDUC:EX <[Jennifer.McCrea@gov.bc.ca](mailto:Jennifer.McCrea@gov.bc.ca)>; Winkelmanns, Tim EDUC:EX <[Tim.Winkelmanns@gov.bc.ca](mailto:Tim.Winkelmanns@gov.bc.ca)>

**Cc:** EDUC Learning Division EDUC:EX <[EDUC.learningdivision@gov.bc.ca](mailto:EDUC.learningdivision@gov.bc.ca)>

**Subject:** Request for Meeting on LEGO

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## RE: Follow-up: Request for Meeting on LEGO

From: Nicole Johnson <njohnson@globalpublic.com>  
To: Reynolds, Kira L EDUC:EX <Kira.Reynolds@gov.bc.ca>  
Sent: September 2, 2020 5:08:04 PM PDT  
Received: September 2, 2020 5:08:09 PM PDT  
Attachments: image004.jpg, image003.png

**[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.**

Thanks so much, Kira. It was lovely to e-meet you today and thank you for taking the time to speak with the Lego team and I on the Lego Replay initiative.

We will be in touch shortly with follow-up and look forward to connecting with you soon.

Kindest regards,

**Nicole Johnson**

Senior Consultant  
Global Public Affairs  
Suite 740, 730 View St.  
Victoria, BC  
Mobile: 250-893-4374  
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ISSUES MANAGEMENT

24/7 SUPPORT  
1.833.472.9473

---

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**Sent:** September 2, 2020 2:17 PM  
**To:** Nicole Johnson  
**Subject:** Follow-up: Request for Meeting on LEGO

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Sincerely,

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Manager, Early Learning  
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Where ideas work



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**Cc:** EDUC Learning Division EDUC:EX <[EDUC.learningdivision@gov.bc.ca](mailto:EDUC.learningdivision@gov.bc.ca)>  
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CRISIS, RISK +  
ISSUES MANAGEMENT

---

24/7 SUPPORT

**1.833.472.9473**

## Thank you: LEGO Replay Program Discussion

From: Lauren O'Hara <lauren.ohara@LEGO.com>  
To: Winkelmans, Tim EDUC:EX <Tim.Winkelmans@gov.bc.ca>, kira.reynolds@gov.bc.ca, Reynolds, Kira L EDUC:EX  
Sent: September 10, 2020 9:56:11 AM PDT  
Received: September 10, 2020 9:56:19 AM PDT

**[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.**

Hello Tim and Kira

It was lovely to connect with you last week regarding LEGO Replay and how the program can best benefit the children of British Columbia.

Thank you for the robust of connection opportunities that could help us activate locations to share our bricks. We appreciate your offer to think more deeply on these connection points and provide us with a list of contact points. On the call we discussed that we've found the strongest partnership come from organizations that can:

- Ensure we reach only children 4yo+
- Ensure bricks are utilized in learning through play settings
- Build a team to partner with us on how to best utilize the bricks long term

Before engaging any team, I will need to take the organizations through our Internal Due Diligence review. Then, I would greatly value your letter of introductions and guidance as to how best to work with the organizations that are the best fit.

Let me know if you'd like to hop on another call or have any further questions.

Tim – Happy Retirement! We wish you well!

Thank you again,

Lauren

**Lauren O'Hara**

Director, Customer & Consumer Engagement  
Environmental Responsibility

Direct +18603943223  
Mobile +1 8602808269  
E-mail [lauren.ohara@LEGO.com](mailto:lauren.ohara@LEGO.com)

-----Original Appointment-----

**From:** Winkelmans, Tim EDUC:EX

**Sent:** Tuesday, September 1, 2020 12:02 PM

**To:** Winkelmans, Tim EDUC:EX; Lauren O'Hara; Karen Hughes

**Subject:** FW: LEGO Replay Program Discussion

**When:** Wednesday, September 2, 2020 1:30 PM-2:30 PM (UTC-08:00) Pacific Time (US & Canada).

**Where:** Zoom Meeting

**CAUTION:** This email originated from outside of your organization.

-----Original Appointment-----

**From:** Winkelmans, Tim EDUC:EX <[Tim.Winkelmans@gov.bc.ca](mailto:Tim.Winkelmans@gov.bc.ca)>

**To:** Winkelmans, Tim EDUC:EX; Nicole Johnson

**Subject:** LEGO Replay Program Discussion

**When:** September 2, 2020 1:30 PM-2:30 PM (UTC-08:00) Pacific Time (US & Canada).

**Where:** Zoom Meeting

Hello,

Please find below a link to join this Zoom meeting with Tim Winkelmans from the Ministry of Education. If you have any questions or concerns about the logistics of this meeting, please contact [jess.gibbard@gov.bc.ca](mailto:jess.gibbard@gov.bc.ca).

Thank you.

Join Zoom Meeting  
s.15

Meeting ID: s.15  
Passcode: s.15



## FOR RESPONSE Request for Meeting on LEGO

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From: Reynolds, Kira L EDUC:EX <Kira.Reynolds@gov.bc.ca>  
To: Gordon, Stephanie EDUC:EX  
Sent: September 11, 2020 3:25:20 PM PDT  
Received: September 11, 2020 3:25:00 PM PDT  
Attachments: image008.jpg, image004.png, image012.jpg, image014.jpg, image010.jpg, image002.jpg, image006.jpg

Hi Steph - here's the outcome for the cliff log. Tim and I met with representatives from Lego on Sept 2, 2020. They had reached out to BC to describe their LEGO Replay Program. They were looking for key stakeholders in Education that would build connection opportunities that could help them activate locations to share their bricks. On the call we discussed that that Lego feels the strongest partnership come from organizations that can:

- Ensure they reach only children 4yo+
- Ensure bricks are utilized in learning through play settings
- Build a team to partner with us on how to best utilize the bricks long term

Tim and I agreed to continue discussions with Lego on possible connection points in BC and provide them with a list of contact points.

Let me know if you need anything else.

Kira

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**From:** Winkelmans, Tim EDUC:EX  
**Sent:** September 11, 2020 8:16 AM  
**To:** Reynolds, Kira L EDUC:EX  
**Subject:** Fwd: FOR ACTION Request for Meeting on LEGO

Sent from my iPhone

Begin forwarded message:

**From:** "Gordon, Stephanie EDUC:EX" <[Stephanie.Gordon@gov.bc.ca](mailto:Stephanie.Gordon@gov.bc.ca)>  
**Date:** September 11, 2020 at 08:12:48 PDT  
**To:** "Winkelmans, Tim EDUC:EX" <[Tim.Winkelmans@gov.bc.ca](mailto:Tim.Winkelmans@gov.bc.ca)>  
**Subject:** FW: FOR ACTION Request for Meeting on LEGO

Hi Tim,  
Can you provide the outcome for this meeting?  
Thanks!  
Steph

**Steph Gordon**

Strategic Projects and Correspondence Coordinator  
Learning Division | Ministry of Education  
778-974-4106

*Working on the traditional homelands of the Lekwungen speaking peoples of the  
Esquimalt and Songhees Nations*



Where ideas work



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**From:** Gibbard, Jess EDUC:EX <[Jess.Gibbard@gov.bc.ca](mailto:Jess.Gibbard@gov.bc.ca)>  
**Sent:** September 11, 2020 8:02 AM  
**To:** Gordon, Stephanie EDUC:EX <[Stephanie.Gordon@gov.bc.ca](mailto:Stephanie.Gordon@gov.bc.ca)>  
**Subject:** RE: FOR ACTION Request for Meeting on LEGO

Oh heck, sorry, I didn't see your email yesterday! Yes, this meeting happened last Wednesday at 1:30pm. Jenn was not able to attend, so it was only Tim.

**Jess W. Gibbard**

Program Assistant  
Ministry of Education  
PO BOX 9887 STN Prov Govt | Victoria | B.C. | V8W 9T6  
Phone Number: +1-(250)-208-0043



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**From:** Gordon, Stephanie EDUC:EX <[Stephanie.Gordon@gov.bc.ca](mailto:Stephanie.Gordon@gov.bc.ca)>

**Sent:** September 10, 2020 4:19 PM

**To:** Gibbard, Jess EDUC:EX <[Jess.Gibbard@gov.bc.ca](mailto:Jess.Gibbard@gov.bc.ca)>

**Subject:** RE: FOR ACTION Request for Meeting on LEGO

Hey, just following up on this one ☺

**Steph Gordon**

Strategic Projects and Correspondence Coordinator  
Learning Division | Ministry of Education  
778-974-4106

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**From:** Gordon, Stephanie EDUC:EX

**Sent:** September 10, 2020 10:01 AM

**To:** Gibbard, Jess EDUC:EX <[Jess.Gibbard@gov.bc.ca](mailto:Jess.Gibbard@gov.bc.ca)>

**Subject:** RE: FOR ACTION Request for Meeting on LEGO

Hi Jess,

Were you able to set this meeting up?

Thanks!

**Steph Gordon**

Strategic Projects and Correspondence Coordinator  
Learning Division | Ministry of Education  
778-974-4106

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**From:** Gordon, Stephanie EDUC:EX

**Sent:** August 28, 2020 10:36 AM

**To:** Gajdics, Peter EDUC:EX <[Peter.Gajdics@gov.bc.ca](mailto:Peter.Gajdics@gov.bc.ca)>

**Cc:** Gibbard, Jess EDUC:EX <[Jess.Gibbard@gov.bc.ca](mailto:Jess.Gibbard@gov.bc.ca)>; Giatsios, Menny EDUC:EX <[Menny.Giatsios@gov.bc.ca](mailto:Menny.Giatsios@gov.bc.ca)>

**Subject:** RE: FOR ACTION Request for Meeting on LEGO

Great, thanks.

Jess- CLIFF log is 237453. Please add meeting date to the CLIFF once confirmed.

Steph

**Steph Gordon**

Strategic Projects and Correspondence Coordinator  
Learning Division | Ministry of Education  
778-974-4106

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**From:** Gajdics, Peter EDUC:EX <[Peter.Gajdics@gov.bc.ca](mailto:Peter.Gajdics@gov.bc.ca)>

**Sent:** August 28, 2020 10:33 AM

**To:** Gordon, Stephanie EDUC:EX <[Stephanie.Gordon@gov.bc.ca](mailto:Stephanie.Gordon@gov.bc.ca)>

**Cc:** Gibbard, Jess EDUC:EX <[Jess.Gibbard@gov.bc.ca](mailto:Jess.Gibbard@gov.bc.ca)>; Giatsios, Menny EDUC:EX <[Menny.Giatsios@gov.bc.ca](mailto:Menny.Giatsios@gov.bc.ca)>

**Subject:** RE: FOR ACTION Request for Meeting on LEGO

Hi. She said her or Tim, so for now, I think it's best if Jess responds to original, and says he is happy to schedule a meeting with Tim. Once that date is confirmed, one of you can pls let me know time, and "if" Jenn is available, she can join.

Thanks.

Peter Gajdics

*Executive Administrative Assistant*  
Assistant Deputy Minister's Office  
Learning Division  
Ministry of Education  
T: 604 775-4043

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**From:** Gordon, Stephanie EDUC:EX <[Stephanie.Gordon@gov.bc.ca](mailto:Stephanie.Gordon@gov.bc.ca)>

**Sent:** August 28, 2020 10:29 AM

**Cc:** Gajdics, Peter EDUC:EX <[Peter.Gajdics@gov.bc.ca](mailto:Peter.Gajdics@gov.bc.ca)>

**Subject:** RE: FOR ACTION Request for Meeting on LEGO

Hi Peter! She said "meet" so I'm assuming this will be a zoom or skype call. I will CLIFF it if you can let me know the date and close once complete.

Tim was copied so he should be aware.

Thanks!

**Steph Gordon**

Strategic Projects and Correspondence Coordinator  
Learning Division | Ministry of Education  
778-974-4106

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**From:** McCrea, Jennifer EDUC:EX <[Jennifer.McCrea@gov.bc.ca](mailto:Jennifer.McCrea@gov.bc.ca)>

**Sent:** August 28, 2020 10:09 AM

**To:** Gordon, Stephanie EDUC:EX <[Stephanie.Gordon@gov.bc.ca](mailto:Stephanie.Gordon@gov.bc.ca)>

**Cc:** Gajdics, Peter EDUC:EX <[Peter.Gajdics@gov.bc.ca](mailto:Peter.Gajdics@gov.bc.ca)>

**Subject:** RE: FOR ACTION Request for Meeting on LEGO

Yes, either tim or I should meet with them.



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**From:** Gordon, Stephanie EDUC:EX <[Stephanie.Gordon@gov.bc.ca](mailto:Stephanie.Gordon@gov.bc.ca)>

**Sent:** August 28, 2020 9:18 AM

**To:** McCrea, Jennifer EDUC:EX <[Jennifer.McCrea@gov.bc.ca](mailto:Jennifer.McCrea@gov.bc.ca)>

**Subject:** FOR ACTION Request for Meeting on LEGO

Good morning and Happy Friday!

Following up on this email from Tuesday.

Thanks!

Steph

**Steph Gordon**

Strategic Projects and Correspondence Coordinator

Learning Division | Ministry of Education

778-974-4106

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**From:** Gordon, Stephanie EDUC:EX

**Sent:** August 25, 2020 9:06 AM

**To:** McCrea, Jennifer EDUC:EX <[Jennifer.McCrea@gov.bc.ca](mailto:Jennifer.McCrea@gov.bc.ca)>

**Subject:** RE: Request for Meeting on LEGO

Hi Jennifer! Hope you're having a good morning!

Can you please let me know if you would like me to CLIFF this log and action it for response? Or if you will reply directly?

Thanks!

Steph

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**From:** Nicole Johnson <[njohnson@globalpublic.com](mailto:njohnson@globalpublic.com)>

**Sent:** August 24, 2020 10:45 AM

**To:** McCrea, Jennifer EDUC:EX <[Jennifer.McCrea@gov.bc.ca](mailto:Jennifer.McCrea@gov.bc.ca)>; Winkelmanns, Tim EDUC:EX <[Tim.Winkelmanns@gov.bc.ca](mailto:Tim.Winkelmanns@gov.bc.ca)>

**Cc:** EDUC Learning Division EDUC:EX <[EDUC.learningdivision@gov.bc.ca](mailto:EDUC.learningdivision@gov.bc.ca)>

**Subject:** Request for Meeting on LEGO

**[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.**

**Meeting Request: LEGO**

Good morning, Jennifer and Tim,

My name Nicole Johnson and I am writing to you today to request a virtual meeting between yourselves and/or a member of your team, and **LEGO** representatives, **Lauren O'Hara**, Director of Customer and Consumer Engagement and Environmental Responsibility, and **Karen Hughes**, Principal Lead of Public Affairs of North America.

Lauren and Karen would appreciate an opportunity to discuss with you the **LEGO Replay program**, which allows LEGO brick owners to pass along bricks they are not using to children's charities and educational initiatives. The program, which is administered by LEGO, through partnership with education ministries and charities, seeks to share the power of play with children who need it the most.

In 2019, Replay was launched in the United States as a pilot program and has since seen tremendous success. LEGO is looking to expand this success to Canada and has identified British Columbia as a potential partner due to the province's laudable progress towards embedding learning through play and discovery-based STEAM at the elementary school level and education system reputation.

As part of this request, I have attached a **briefing document** that outlines the Replay program and LEGO's plans for a program launch in B.C., as well as a sample **activity booklet** that is typically provided to educational partners with the donated bricks to inspire hands-on learning opportunities and projects for students in an at-home or school setting.

Thank you for taking the time to consider this request. To make Replay a reality in B.C., Lauren and Karen would like to discuss the project further with you via video- or tele-conference at your earliest convenience.

If you have any questions, please do not hesitate to contact me at 250-893-4374 or [njohnson@globalpublic.com](mailto:njohnson@globalpublic.com).

Yours sincerely,

**Nicole Johnson**

Senior Consultant

Global Public Affairs

Suite 740, 730 View St.

Victoria, BC

Mobile: 250-893-4374

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