

Thank you for your interest in supporting the **Play! Pokémon Program!**

There's never been a better time for your store to join the Play! Pokémon program and host Pokémon-sanctioned TCG events.

If a store in the US or Canada runs a Play! Pokémon Prerelease tournament, that store will be able to sell products from the corresponding expansion on the Monday before the street date.

You need a Season Active League in your venue, and an individual that holds the Organizer certification in our Professor Program before you will be eligible to receive any Prerelease materials.

If you do not have an Organizer or a League, please follow the steps below:

Step 1: TRAINER CLUB ACCOUNT

To get started the person running the Play! Pokémon Program will need a Trainer Club Account and ID number. It is free to get and takes a minute or two to sign up! Get your Trainer ID here:

<https://club.pokemon.com/us/pokemon-trainer-club/sign-up/>

Step 2: BECOME A PROFESSOR!

Your next step is to apply for the Organizer role in the Professor Program!

Most Professors certified to organize Play! Pokémon events start by hosting low-level, noncompetitive events that simply provide a place for people to get together to play, try out new gameplay strategies, and just have fun.

Pokémon Professors can also run official tournaments where participants can earn prizes, and they can become certified as volunteer judges who help make sure that players understand the rules and that matches are conducted fairly.

Go to the link below to read more and to apply:

<http://www.pokemon.com/us/play-pokemon/organize/become-a-professor/>

Once that role has been obtained, you'll need to apply for a Pokémon League!

STEP 3: Pokémon League Application--Sign Up Now!

You can download and read our Pokémon League instructions at the link below.

<http://support.pokemon.com/FileManagement/Download/e385628747c544bea8d487149fe7f5c0>

Once these steps have been completed, your League will need to maintain the Season Active status of your League, achievable by ordering League Support and reporting your League's attendance every month to be searchable by Players, to receive free promotional materials, and to be eligible for our Retail Prerelease Program.

Sun & Moon—Burning Shadows - US/Canada Pokémon Retail Prerelease Timeline

- **Sanctioning**

Sanctioning should be completed as soon as you meet the requirements and are granted the approval to run the Prerelease. **Please allow 3 at least business days for your role to be granted. You will receive an email once your account has the Prerelease role.**

Sanction your primary event as soon as possible. Additional flights may be sanctioned when needed. You are required to sanction the event on www.pokemon.com through your Trainer Club Account.

Failure to sanction your event may result in ineligibility to continue participation within the Retail Prerelease Program.

- **Reservations: April 24th to May 31st**

Reserve your *Sun & Moon—Burning Shadows* Prerelease kits here:
<https://goo.gl/forms/eknLiNNCsa1pe6Ha2>

Note: this form is only a reservation; you will still need to Sanction a Sun & Moon—Burning Shadows Tournament and place an order with your reseller.

- **Ordering kits from your reseller: June 4th to June 19th**

Ordering should be completed **as soon as possible** once the order window opens. Orders for pre-release kits must be placed with your chosen reseller. The Pokémon Company International will not place your order for you.

We cannot guarantee Prerelease kit availability if you attempt to order after the deadline.

We look forward to working with you to establish Play! Pokémon in your store!

RETAIL LIAISON CONTACT:

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