



FIERCE WEDNESDAYS

Hey FIERCE Mama,

Welcome to the FIERCE Wednesdays newsletter, where I provide weekly tips to help burned-out moms find purpose and love life through my FIERCE methodology in four minutes or less. Each tip will fall into one of my six-step FIERCE methodology steps. Click [here](#) to learn more about the FIERCE methodology.

This week's newsletter falls into the first category of the methodology: **E** for "**Engine.**"

Who remembers being young and enjoying play? Playing with the other children in the neighborhood, whether it was jump rope, "Simon says," card games, etc.

As we grew older, we played less and less, thinking it would be childish to continue engaging in play.

However, adult play is just as important as it was for us as children. Play is a great way to maintain a balanced and healthy life, which benefits our mental well-being.

Play can help us to relieve stress, enhance our creativity, connect with others, and boost our cardiovascular and muscular strength.

According to the CNN article, [“Adults can find joy through play, too,”](#) positive emotions such as joy from playing increase our capacity to learn. Positive emotions help us be more open-minded and support us as we learn new skills and develop new ways of seeing things. With these additional resources, we are more likely to be motivated to engage in new activities and social relationships.

Here are three ways we can unleash joy into our lives through play:

Do Something Creative

Try creative activities like painting, drawing, writing, and coloring. There are several adult coloring books available. These are all forms of play and will get the creative juices flowing.

Perform a Physical Activity

Turn on your favorite music and dance, try to jump roping and see how long you can go without missing a step, and throw a ball with a friend in the park.

Organize Play Dates with Friends

Have a game night - Taboo, anyone? Game nights are a great way to share fun and create memories.

Whatever you choose to do, make it fun, and pick something you enjoy that does not involve improving or achieving a goal.

Playtime should be a fun, carefree time to recharge and let off steam.

QUOTE OF THE DAY

"We don't stop playing because we grow old; we grow old because we stop playing." - George Bernard Shaw.

Stay FIERCE. I love you,

Ugochi

PS > In today's episode of the FIERCE Mothers Podcast, I chat with the fabulous Boye Asenuga, fondly known as Bibi. This episode is so engaging. We both forgot we were recording; we had so much fun.

Boye "Bibi" Asenuga is a Nigerian-American Founder and Creative Director of ChicNiCity, a women's ready-to-wear clothing label based in Massachusetts.

Inspired by her dual identity of ethnicity and modernity, Bibi created ChicNiCity by fusing ethnic-inspired colors & prints with contemporary design elements and silhouettes that stay true to premium, wearable and versatile clothing.

Before starting ChicNiCity, she started her career as a lawyer but quickly switched and pursued her passion for a career in fashion. Over the last 15+ years, Bibi has worked with multiple international fashion brands to develop and manufacture their clothing lines in retail stores worldwide.

ChicNiCity recently debuted its exclusively designed collection for the retail giant HSN.

Bibi is a proud alumna of the Fashion Institute of Technology, New York, and the School of Fashion Design, Boston, where she was awarded "The 2020 Distinguished Alumni Award".

We talk about the importance of being nice, showing up consistently, raising leaders while maintaining your identity, and so much more.

To listen to [episode 59](#), click [here](#).



Whenever you're ready, there are two ways I can help you:

1. The FIERCE Catch Fire Kit – The kit is [available](#)! What if you could be the mother your family needs without putting your dreams on the back burner? Your goals still matter; going after them is possible without neglecting your family. I'll show you how. Your purchase makes a difference! 15% of all bundle proceeds go toward my non-profit project helping vulnerable children in Nigeria. Click [here](#) to learn more.

2. If you would like a more customized and personalized approach, it would be my absolute pleasure to work with you 1:1. Reply to this email or [book a call](#) and let's [chat](#).



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