

# GrupoPLAY Overview 2025

Want a GrupoPLAY™ in your area?



Want one of these one-of-a-kind GrupoPLAYs in **your** area? After you've read through this overview, you can request your area via [this form!](#) You can also indicate on that form if you'd be willing to lead or help co-lead!

## About Bilingüitos™ and Our Mission

Bilingüitos was founded in 2016 by Kaila Diaz as a way to provide families with Spanish language input for their kids through play-based educational programs. It quickly grew and expanded to not only include classroom instruction, but online resources as well, such as the Bilingual Parenting Podcast, virtual immersion classes, and a network for bilingual families. Over time, an incredible community of families sprung up around the shared passion for language, linguistic diversity, heritage, and legacy. As the community grows online, Bilingüitos also aims to bring those families together with their local bilingual community through opportunities like GrupoPLAY in YOUR area!

Our mission is first and foremost to cultivate and celebrate bilingualism, and to help others do the same in their home, family, and community. In the classroom, we strive to create a positive multicultural learning environment where our students explore and discover freely, immerse themselves in a new language and culture, and gain the self-confidence they need as they grow into future bilingual leaders. Through our resources, we aim to equip parents with the knowledge and tools they need in order to forge the path to bilingualism for their children. We acknowledge that each family's language goals are different, as is their journey to reach them, so we solely seek to come alongside and meet each family where they are at. And though the road isn't always easy, we firmly believe that with the right community around you, the path is a lot more walkable. Sound like a community you'd like to be part of? Then come on, let's cultivate and celebrate bilingualism together!

## What is GrupoPLAY

Because Bilingüitos exists to cultivate and celebrate bilingualism in our community, **GrupoPLAY** is part of carrying out this mission. GrupoPLAY is a Spanish language playgroup for local bilingual families that meets on a consistent basis around the area to help foster friendship and community of like-minded language enthusiasts. It follows a **free**, no-strings-attached playgroup model. Historically, it has been open to all ages, but focuses mainly on toddlers through early elementary.

The main point of GrupoPLAY is to ELEVATE the minority language by showing the kids that Spanish:

- exists outside of the four walls of their home or classroom
- is used by more families than just their own  
and...
- can be used to have FUN!

It's important to state that GrupoPLAY is as much for the parents as it is for the kids. Bilingual parenting is hard, and we all need a support system if we're going to stick with it! While the kids play and form friendships at our play dates, the parents are able to chat about both the challenges and triumphs that come with bilingual parenting, and this can serve as the encouragement a parent needs to stick it out during the tough times.

GrupoPLAY is really just the starting point for your bilingual community. It's like the team huddle. The goal with these meet-ups is that you would build friendships and form connections with other families. That you would start hanging out outside of your monthly GrupoPLAY. Also, we have several extensions of GrupoPLAY that may develop organically over time (see final section of this document), for example our GrupoWILD™ in Northern VA.

## What does a typical GrupoPLAY meet-up look like?

GrupoPLAY playdates are meant to provide a fun, laid-back atmosphere where the kids feel free to play and interact with each other, and the parents feel comfortable to chat and make authentic connections. We always meet somewhere where the kids will be entertained (a playroom, a playground, a splash pad, etc.) and where the parents will be able to congregate to watch the kids and still be able to enjoy their time together.

The other super-important part of the meet-up is for the kids to hear Spanish spoken all around them. So as parents, we commit to making these playdates a Spanish-first environment. We don't expect that kids will necessarily use Spanish with each other (it's sociolinguistically shown not to be the case), but we parents can model, model, MODEL with our own language use. There will usually be varying levels of Spanish in each family of course, so we just ask that each person use absolutely as much Spanish as they are able to during the play date. If a family is still very much in Spanish-learning mode, we let them know to treat this like an immersion experience and expect to hear Spanish most of the time.

## Where and when is GrupoPLAY held?

GrupoPLAY started in 2017 in Northern Virginia (Loudoun County) and since then we have launched and also launched over 30 additional locations all over the U.S.! As of now we have groups in:

- AL: Huntsville
- AZ: Phoenix
- CA: Bakersfield, Monterey, Paso Robles, Sacramento, San Bernardino, San José
- CO: Colorado Springs, South Denver
- CT: North Haven, Stamford
- GA: Atlanta, Savannah
- FL: Miami, Orlando, St. Petersburg, Tampa, West Palm
- IL: Chicago
- IN: Indianapolis
- MD: Baltimore, Rockville
- NE: Norfolk
- NJ: Camden County
- OK: Oklahoma City
- TN: Nashville
- TX: East Dallas, Forth Worth, Midland, San Antonio, Katy
- UT: Salt Lake City
- VA: Loudoun County, Richmond
- WA: Kitsap County, Seattle
- WI: Milwaukee
- WV: Fairmont

As a general go-to, GrupoPLAY meets every second Saturday of the month. On a case-by-case basis, a meet-up may be moved to a different Saturday. Get in touch with us via Instagram for up to date sign up info ([instagram.com/bilinguitos](https://www.instagram.com/bilinguitos))

## I Want One in my Area!

If you're thinking "Oh my gosh! THIS is what my family needs!" but don't have one in your area, then we invite you to [fill out this form](#). We launch new groups regularly throughout the year (usually at the start of each quarter) so don't hesitate in suggesting your area be one of the next ones to launch!

Priority for new groups will be given to areas that:

- Have at least one leader, preferably two co-leaders, committed to leading
- Have at least two families in that area (besides the leader) who have requested a GrupoPLAY for their area. Even greater priority is given to areas where we know we have active members of the Bilingüitos community (virtual class families, shop families, etc.)
- Don't have another group meeting within forty-five minutes away (right now as we are being strategic about launches, we need to band together! Why create two tiny groups, when we could have one big thriving community? Once GrupoPLAYs are well-established all over, we can start doubling up in areas.)

## Extensions of GrupoPLAY

As a Grupo community becomes established, there may be extensions of that community that form organically over time. GrupoPLAY will continue being the main meet-up, but the community may desire something more (either more frequent or more specialized). Grupo extensions can be summed up into five categories as follows:

- **GrupoPLAY:** Unstructured free play at a local playground, park, splash pad, or indoor play space. Meets on a regular basis. Beyond regular meetings, GrupoPLAY groups may also organize other events from time to time, like a back-to-school celebration or Valentine's Day cookie swap.
- **GrupoWILD:** Unstructured nature play and exploration (hikes, forest or stream play, and other outdoor recreation). Meets regularly, rain or shine.
- **GrupoEXPLORE:** Field trips to various spots in your area that offer something special and can be conducted in Spanish.
- **GrupoLEARN/GrupoTOTs:** Structured co-op style learning groups where teaching responsibility is shared by all parents. We have a guide on how to start one, currently in the works.
- **GrupoCLUB:** Groups that meet around a specific topic or interest

These extensions would only start once your GrupoPLAY has been established and meeting for some time. Bilingüitos will have leader guides on how to start each of these types of Grupos.



## Interested in Leading a GrupoPLAY?

If you're a bilingual language enthusiast mamá (or papá) who wants to unify the Spanish-English bilingual community in your area by hosting regular bilingual family play dates in order to foster a place

of growth for local bilingualism, then you might be a great candidate to lead a GrupoPLAY.

The responsibilities of a Grupo Leader are as follows:

1. Organizing and hosting a GrupoPLAY playdate once a month during school year months and (optimally) twice a month during summer vacation.
2. Making sure the local bilingual community knows when and where you are meeting.
3. Staying on-mission and on-brand with the Bilingüitos philosophy of cultivating and celebrating bilingualism.
4. Being a local advocate for bilingualism for all, i.e. welcoming and inclusive.
5. Using Spanish as the predominant language of your group.

Priority will be given to leader applicants who:

- Are bilingual (at the very least, one leader must be completely fluent in Spanish)
- Are raising bilingual kids (we lead by example!)
- Are responsible, communicative, and sociable.
- Know how to use social media and are active on IG and FB (as it's a huge part of organizing your group, making connections, and spreading the word).
- Engage with us on IG (we like to get to know potential leaders, and we like for them to know us -- our mission and heart. So for leaders, we gravitate toward individuals who interact with our content and share similar views on language, community, and diversity.)
- Have a potential co-leader or two in mind (to help you share the responsibilities. It's not THAT much but still, we like for our leaders to be as stress-free with this as possible!)

Who should *not* lead a group? Those who are hoping to use the group for their own financial gain should not lead a GrupoPLAY. As a GrupoPLAY leader, you would become an extension of the Bilingüitos brand and what it stands for. Keep in mind that this is a volunteer position, as GrupoPLAYs are not a for-profit endeavor on our behalf either. All in all, we are looking for individuals who are passionate about bilingualism and know that their own family would benefit from building community around the minority language, and know that other families would as well.

Right now we're not taking new applications, but when we are, we'll list it here! Applicants will be given a leader guide. If their application is accepted, they will complete a short-training and then meet with our director via Zoom to ask questions and work out details. Shortly after that, they will work with the director on planning their new Grupo's launch!

[Long-Term Vision for GrupoPLAY](#)

Our long term vision for GrupoPLAY is that these in-person language communities would spring up all over the globe, in many different language combinations, as Bilingüitos continues working toward empowering bilingual families all over in their endeavor of raising bilingüitos. Our hope is that these in-person meet-ups will provide the community support and social outlet bilingual families desire, while our other resources would help equip them for the journey.

## **I need GrupoPLAY in my life!**

Click above^ to indicate your interest in a GrupoPLAY in your area :)