

the GENIUS of PLAY

THEGENIUSOFPLAY.ORG

Kids who play with literacy materials have **BETTER LANGUAGE SKILLS IN KINDERGARTEN.**



Pretend play is key for kids to **DEVELOP A SENSE OF CURIOSITY** and learn how to respond to different situations.

An IBM survey says CEOs **VALUE EMPLOYEES WITH CREATIVITY**, which is fostered via childhood play.



Studies show make-believe games help kids learn to **SELF-REGULATE THEIR EMOTIONS.**

Researchers say free play can significantly **IMPROVE KIDS' PROBLEM-SOLVING SKILLS.**

Play is one of the best ways to **STIMULATE CHILDREN'S BRAIN DEVELOPMENT.**

Active kids are more likely to be active adults, **LOWERING THE RISK OF HEART DISEASE.**



Third graders who have **15+ MINUTES OF RECESS A DAY** are better behaved in school.



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Learn More About The Benefits of Play at **THEGENIUSOFPLAY.ORG**



Play is so much more than fun and games – it is essential for child development.

The Genius of Play is a national movement spearheaded by the Toy Industry Association, with the mission to give families the information and inspiration needed to make play an important part of every child's life. Deeply rooted in research and facts, the Genius of Play serves as a leading resource on the developmental benefits of play and provides parents and caretakers alike with expert advice, play tips and ideas based on children's age and developmental stages.

The Genius of Play has identified 6 key benefits of play that are crucial to healthy child development.

- 1 IMPROVE COGNITIVE ABILITIES**
- 2 HONE COMMUNICATION SKILLS**
- 3 INCREASE CREATIVITY**
- 4 PROCESS & EXPRESS EMOTIONS**
- 5 DEVELOP PHYSICAL SKILLS**
- 6 ENHANCE SOCIAL SKILLS**

The actual time children spend playing continues to decrease. Crowded and overly structured schedules, competitive parenting culture, declining recess in schools and increasing screen time are some of the key reasons behind the decline in play.

The Genius of Play helps to combat these challenges by providing tools for parents and caretakers to raise happier, healthier and more successful children through the power of play. Visit www.TheGeniusOfPlay.org for easily accessible play ideas and tips, expert advice and other play resources.

It's More Than Play!