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Discover the developmental benefits of play!

Learn More About The Benefits of Play at THEGENIUSOFPLAY.ORG

Come to experience the Genius of Play at your local toy store!
**WHY IS PLAY GENIUS?**

Did you know that your child is building critical life skills every time they play? That’s the genius of play! Research shows that playtime helps kids develop cognitive, physical, social and emotional skills, boosts creativity, reduces stress and nurtures family bonds.

Our website, [thegeniusofplay.org](http://thegeniusofplay.org), serves as a leading resource on the developmental benefits of play and provides play ideas, expert advice and more!

Keep reading to find out why ‘It’s More Than Play!’

**6 BENEFITS OF PLAY!**

Play isn’t all fun and games — it’s also an important teaching tool! Through play, kids learn how to interact with others and develop critical life long skills. These 6 benefits all play an important role in raising well-rounded children.

**COGNITIVE**
Children learn to think, read, remember, reason and pay attention through play.

**CREATIVE**
By allowing imaginations to run wild during play, kids create new worlds, and form unique ideas and solutions to challenges.

**COMMUNICATIVE**
Play lets kids exchange thoughts, information, or messages by speech, signals, writing or actions.

**PHYSICAL**
Active play helps kids with coordination, balance and motor skills.

**EMOTIONAL**
During play, kids learn to cope with emotions like fear, frustration, anger and aggression in a situation they can control. They can also practice empathy and understanding.

**SOCIAL**
Playing with others helps kids negotiate group dynamics, collaborate, compromise, deal with others’ feelings, and share.

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**QUICK & EASY PLAY IDEAS!**

**NATURES COLOR MATCH**
(Ages 3+)
Ingredients: A bunch of paper paint chips (found at a paint store) in a range of colors; Hole punch; binder ring
Prep Time: 5 minutes
Have your kids try to match nature’s colors with the paint chips! Punch a hole at the top of each paint chip and slip them onto a binder ring to connect them. Then it’s off to explore (don’t tell them, but exploring is exercise!). See if the kids can match the color of something in nature with a paint chip.

**FIVE THINGS**
(Ages 10+)
Ingredients: Paper and pen for each child
Prep Time: None
Ask each child to make a list of 5 things that make them feel silly, 5 things that make them feel grown up, 5 things that make them feel angry, 5 things that make them feel smart. There’s no end to the lists that can be created. And there’s no better opening for dialogue with kids!

**FORT BUILDING**
(Ages 4+)
Ingredients: Sheets, large towels and pillows
Prep Time: 5 minutes
Tell the kids what furniture they can use, and let them drape the towels and sheets to build forts, caves and playhouses. Add pillows inside for the ultimate kids-only playhouse.

Discover over 100 play ideas at [thegeniusofplay.org](http://thegeniusofplay.org)