



The Genius of Play™

2019 SUCCESSES



PSA CAMPAIGNS

Aired over **60,000 times**, generating over **\$20 million** in donated media value



PLAY ALL MAY

The first-ever month-long celebration of play garnered over **540 million media impressions** and reached **5 million people** with #PlayAllMay



WEBSITE

Visits increased by **113%**

Content expanded to include play ideas for kids with special needs and coloring/activity sheets



SOCIAL MEDIA

Increased engagement by 45% and the number of Instagram followers by 122%

Featured XX Toy Association member products in giveaways and Genius Play Pix

PARTNERSHIPS



MEDIA COVERAGE

More than **1 billion** impressions

