



PRESS RELEASE

For Immediate Release

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The Genius of Play to Lead Educational Session at US Play Coalition Conference

NEW YORK, March 2016- [The Genius of Play](http://www.thegeniusofplay.org), a national movement to raise awareness of play's vital role in child development, will host an educational session at the annual U.S. Play Coalition's Play Conference in Clemson, South Carolina on April 3-6, 2016. This year's Play Conference event theme is "Rebooting Play" and draws leading industry professionals from across the country -- including educators, health scientists, business and community leaders, and physicians -- to discuss developments in play.

Anna Yudina, Director of Marketing Communications, Toy Industry Association, and champion of The Genius of Play movement, will present "The Genius of Play: Making Play a Priority for Today's Busy Families." Ms. Yudina's session will delve in to recent research on parents' perspectives on play and the substantial gap between their perceptions of its importance and the reality of modern family life.

"Nearly all parents surveyed agree that play is essential for their children. But often families find it hard to reach the recommended hour per day of play for various reasons, with 'lack of time' being the biggest challenge according to survey respondents," said Yudina. "The discussion will explore key findings about families' play habits. We'll also discuss impactful strategies for reaching millennial parents to empower them with the inspiration and resources they need to make play a bigger priority in raising their children."

A case study on the Genius of Play will demonstrate how its "power of play" message has been successfully communicated through digital and social media. The Genius of Play launched in June 2015 and has since garnered millions of YouTube video views, social shares and visits to its website, www.thegeniusofplay.org. Its success has been recognized with a recent nomination for a Shorty Award, which honors the best in social media content.

The Genius of Play is also sponsoring one of this year's U.S. Play Coalition Action Grants, designed to encourage more play in communities. Several \$1,000 grants will be awarded to the most creative and innovative proposals which promote a greater awareness of the value of play through engagement and education. Yudina represents the Genius of Play on the committee, which is currently reviewing all submitted proposals. The grant recipients will be announced at the conference.

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About The Genius of Play:

[The Genius of Play](#) is a national movement to raise awareness of play's vital role in child development, spearheaded by the Toy Industry Association. Deeply rooted in research and facts, the Genius of Play is a leading resource on the physical, cognitive, social and emotional benefits of play that serve children throughout their lives. The Genius of Play enables today's busy parents and caretakers to use the power of play to help raise a happier, healthier, and more successful next generation. Visit www.TheGeniusOfPlay.org for easily accessible play ideas and tips, expert advice and other play resources. *It's Not Just Play!*