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Contact: Adrienne Appell
Toy Industry Association
646.520.4863
aappell@toyassociation.org

Value of Play Explored by U.S. Toy Industry

Collaborative Educational Campaign Spotlights the Vital Role of Toys & Play in a Child's Healthy Development

Visit www.TheGeniusOfPlay.org to Learn about Play Benefits & Share on Social Media

NEW YORK, NY | November 19, 2014 – Did you know that pediatricians recommend children spend at least 60 minutes a day engaged in open-ended play? Or that children who have access to a variety of toys reach higher levels of intellectual achievement? These and other facts about the vital role that toys and play have in the healthy development of children were unveiled today as part of an industry-wide campaign launched by the Toy Industry Association (TIA) at www.TheGeniusOfPlay.org.

"Play isn't a luxury. It's a critical component of a healthy and well-rounded childhood," said Ken Seiter, TIA vice president of strategic communications. "Toys – which are the tools of play – promote the development of lifelong cognitive, social, emotional, and fine and gross motor skills. Play also relieves stress, strengthens familial bonds, and molds the children of today into the leaders of tomorrow."

The campaign was developed with the input of TIA members, industry professionals, play-focused organizations and academics. TIA also polled Millennial and Generation X parents about their lifestyles, views on play, spending habits, and purchasing decisions. The survey found that 95% of parents agree that time spent playing together as a family enhances the child-parent relationship. Parents also indicated that they wish to provide their children with play opportunities that enable them to explore through imagination and curiosity.

Parents and caregivers, teachers and play professionals are encouraged to visit TheGeniusOfPlay.org, where they can view a captivating 60-second video that demonstrates the benefits of play and share it across social media platforms. The video portrays children using toys and engaging in play to help them navigate the world in inventive – and at times surprising – ways. More in-depth information about the value of play is available at ToyInfo.org, TIA's consumer website.

"GeniusOfPlay.org was launched on behalf of the entire toy industry, which works year-round to create safe, innovative, and educational playthings to benefit children around the globe," said Carter Keithley, TIA President & CEO. "We look forward to growing this campaign in 2015 and beyond, as we gather new play-related data from third party experts and strive to further engage with consumers and kids."

Join the conversation by sharing extraordinary videos and facts about the "Genius of Play" on Facebook, Twitter and Pinterest (#GeniusOfPlay). Visit www.TheGeniusOfPlay.org to learn more.

About the Toy Industry Association (TIA)

TIA is the not-for-profit trade association representing all businesses involved in creating and bringing toys and youth entertainment products to kids of all ages, representing more than 750 companies who account for approximately 90% of domestic toy sales. Toy safety is the number one priority for the toy industry. TIA has a long history of leadership in toy safety

including the development of the first comprehensive toy safety standard more than 30 years ago, and working with government, consumers and industry on ongoing programs to ensure safe and fun play. For more information, please visit www.toyassociation.org or www.toyinfo.org.

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