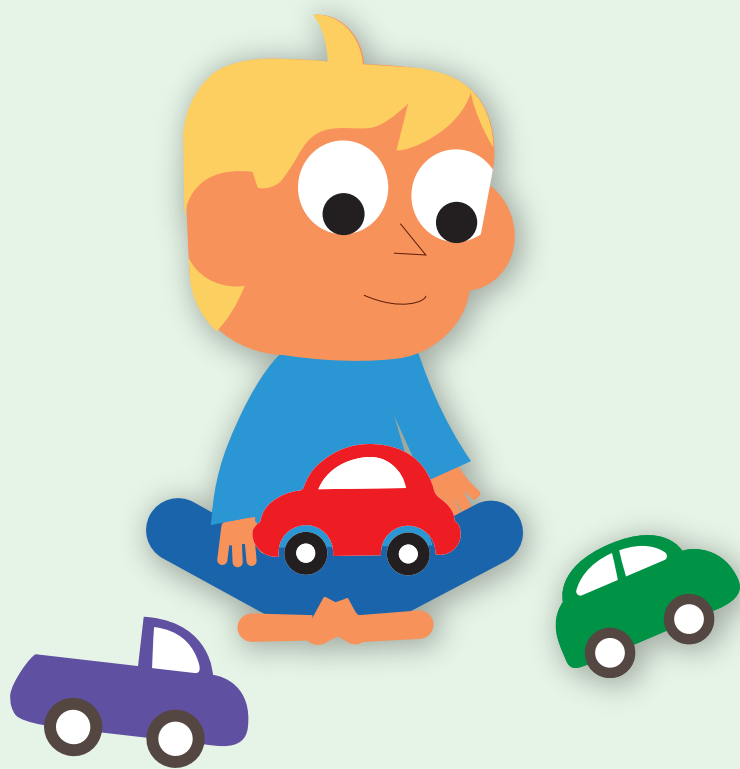


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**PLAY**  
.....  
It's more than play!

An IBM survey says CEOs value employees with **CREATIVITY**, which is fostered via childhood play.

**PRETEND PLAY** is key for kids to develop a sense of curiosity and learn how to respond to different situations.



**PLAYSETS** encourage hand eye coordination and fine motor skills.



**BOARD GAMES** teach concentration skills and build math confidence.

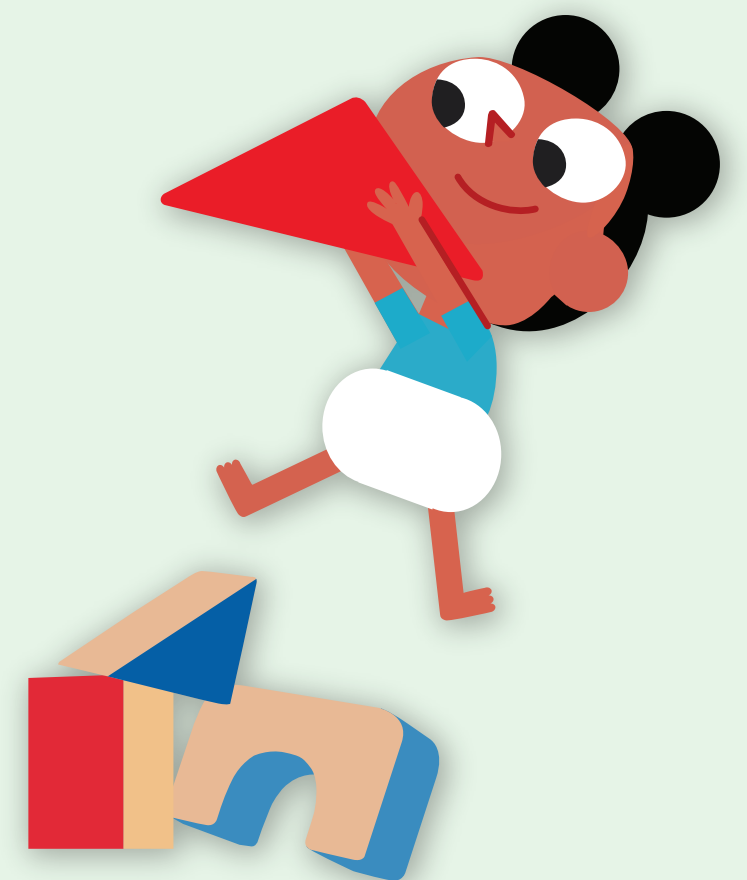
Researchers say free play can significantly improve kids' **PROBLEM-SOLVING SKILLS**.

**PLAY DEPRIVATION** in childhood can lead to depression, reduced self-control and poor resilience.



**PUZZLES** help develop spatial awareness.

When kids **PLAY WITH BLOCKS** they learn length, measurement, comparison, numbers, estimation, balance & symmetry.



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