

the GENIUS of PLAY

PRESS RELEASE

For Immediate Release

The Genius of Play to Unveil New Ambassador at Play Fair

NEW YORK, January XX, 2016- [The Genius of Play](#), a national movement to raise awareness of play's vital role in child development, is excited to announce its presence at the inaugural [Play Fair](#). The Genius of Play, spearheaded by the Toy Industry Association (TIA), will host its first meet and greet with their new ambassador.

At The Genius of Play booth #354, Play Fair attendees and press will be invited to meet The Genius of Play's newly unveiled ambassador, Meredith Sinclair, M.Ed. Meredith is an educator, monthly columnist for Chicago Parent Magazine, and the creator of the popular website [MeredithPlays.com](#). She is a regular Family Lifestyle contributor to the Today Show and Fox and Friends, and has appeared on The Steve Harvey Show and The Meredith Vieira Show. Meredith's first book "Well Played" will be published by Harper Collins in June 2016. Meredith will be onsite at the event to discuss The Genius of Play movement, speaking to play's vital role in raising happier, healthier and more successful kids.

"The Genius of Play is excited to be sharing the magic of play and how important it is in the lives of kids at the inaugural Play Fair," said Anna Yudina, TIA Director of Marketing Communications. "Our ambassador meet and greet will be a highlight of Play Fair. Special activities and surprises will be presented at the Genius of Play booth, where parents and kids can learn about the developmental benefits of play and get fun play ideas to take home with them."

Play Fair will welcome attendees for the first time at New York City's Javits Center North on February 13 and 14, 2016. The inaugural event, hosted by the Toy Industry Association (TIA) and LeftField Media, will offer an immersive, experience-rich event for children, parents, families, and teenage and adult collectors. With hands-on exhibits, awe-inspiring displays, dozens of toy and entertainment brands, and never-before-seen exclusives, attendees can feel, touch, and take home their favorite toys and games — and be the first to glimpse the toys of tomorrow.

Tickets for the highly-anticipated consumer event are now available for purchase starting at \$30 per session at PlayFairNY.com/tickets; the event also offers family packages. Families will have a chance to attend one or more sessions throughout the weekend – Saturday morning, Saturday afternoon, Sunday morning and Sunday afternoon. Morning sessions run from 9:30 a.m. to 1:30 p.m. ET, and afternoon sessions are open from 3:00 p.m. to 7:00 p.m. ET. Each ticket is \$30; also available, a VIP Weekend Experience Pass for \$145, which includes priority admission to all four sessions and a collectible exclusive Play Fair vinyl figure. Tickets for this one-of-a-kind event are expected to sell out quickly, so those interested in attending are encouraged to purchase tickets as soon as possible. Attendees can also take home the play experience with a Play Fair Goodie Bag.

About The Genius of Play:

[The Genius of Play](https://www.TheGeniusOfPlay.org) 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!*