

According to research,  
**PLAYING WITH TOYS HELPS CHILDREN  
IMPROVE IN SIX KEY AREAS:**

1.  Cognitive
2.  Communication
3.  Creative
4.  Emotional
5.  Physical
6.  Social



Visit [TheGeniusOfPlay.org](https://TheGeniusOfPlay.org) for play ideas and tips.

#GeniusofPlay

the GENIUS of  
**PLAY**  
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It's more than play!