

the GENIUS of PLAY

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

Kids who play with literacy materials have BETTER LANGUAGE SKILLS IN KINDERGARTEN.

Pretend play is key for kids to DEVELOP A SENSE OF CURIOSITY and learn how to respond to different situations.

An IBM survey says CEOs VALUE EMPLOYEES WITH CREATIVITY, which is fostered via childhood play.

Studies show make-believe games help kids learn to SELF-REGULATE THEIR EMOTIONS.

Researchers say free play can significantly IMPROVE KIDS' PROBLEM-SOLVING SKILLS.

Play is one of the best ways to STIMULATE CHILDREN'S BRAIN DEVELOPMENT.

Active kids are more likely to be active adults, LOWERING THE RISK OF HEART DISEASE.

Third graders who have 15+ MINUTES OF RECESS A DAY are better behaved in school.



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Learn More About The Benefits of Play at
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the GENIUS of PLAY

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

Discover the developmental
benefits of play!



WHY IS PLAY GENIUS?

Did you know that your child is building critical life skills every time they play? That's the genius of play! Research shows that playtime helps kids develop cognitive, physical, social and emotional skills, boosts creativity, reduces stress and nurtures family bonds.

Our website, **thegeniusofplay.org**, serves as a leading resource on the developmental benefits of play and provides play ideas, expert advice and more!

Keep reading to find out why
'It's More Than Play!'



6 BENEFITS OF PLAY!

Play isn't all fun and games — it's also an important teaching tool! Through play, kids learn how to interact with others and develop critical life long skills. These 6 benefits all play an important role in raising well-rounded children.



COGNITIVE

Children learn to think, read, remember, reason and pay attention through play.



CREATIVE

By allowing imaginations to run wild during play, kids create new worlds, and form unique ideas and solutions to challenges.



COMMUNICATIVE

Play lets kids exchange thoughts, information, or messages by speech, signals, writing or actions.



PHYSICAL

Active play helps kids with coordination, balance and motor skills.



EMOTIONAL

During play, kids learn to cope with emotions like fear, frustration, anger and aggression in a situation they can control. They can also practice empathy and understanding.



SOCIAL

Playing with others helps kids negotiate group dynamics, collaborate, compromise, deal with others' feelings, and share.

QUICK & EASY PLAY IDEAS!



NATURE'S COLOR MATCH

(Ages 3+)

Ingredients: A bunch of paper paint chips (found at a paint store) in a range of colors; Hole punch; binder ring
Prep Time: 5 minutes

Have your kids try to match nature's colors with the paint chips! Punch a hole at the top of each paint chip and slip them onto a binder ring to connect them. Then it's off to explore (don't tell them, but exploring is exercise!). See if the kids can match the color of something in nature with a paint chip.



FIVE THINGS

(Ages 10+)

Ingredients: Paper and pen for each child
Prep Time: None

Ask each child to make a list of 5 things that make them feel silly, 5 things that make them feel grown up, 5 things that make them feel angry, 5 things that make them feel smart. There's no end to the lists that can be created. And there's no better opening for dialogue with kids!



FORT BUILDING

(Ages 4+)

Ingredients: Sheets, large towels and pillows
Prep Time: 5 minutes

Tell the kids what furniture they can use, and let them drape the towels and sheets to build forts, caves and playhouses. Add pillows inside for the ultimate kids-only playhouse.

Discover over 100 play ideas at
THEGENIUSOFPLAY.ORG