



PLAY isn't just fun and games... it's essential to kids' healthy development!

That's the BIG message that the Toy Industry Association is sharing with moms, dads and play lovers everywhere through the **Genius of Play**, a campaign to spread awareness about play's critical role in the lives of children. Supported by research and facts, the **Genius of Play** will inspire parents to make play an important part of their kid's day – every day!

What's the Genius of Play?

The campaign includes a series of [fun videos](#) that showcase the many developmental skills kids build through play, and an exciting new consumer website – TheGeniusofPlay.org. We're also asking families across the country to [take the Play Pledge](#) and help guarantee 1,000,000 hours of beneficial play this year!



But we need YOUR help to ensure that the Genius of Play impacts as many families as possible!

Become a Play Ambassador!

Through social media, we intend to spread our industry's message far and wide – and we hope you'll join the fun!

You can spread the **Genius of Play** by [sharing our infographics or other campaign elements](#) on social media and asking your fans to [take the Play Pledge](#)! Please contact TIA's Jackie Retzer (jretzer@toyassociation.org) for more information on how your company can help support this important initiative.

Working together, we'll remind parents and caregivers that playtime is more than just fun - it strengthens minds and bodies, reduces stress, builds family bonds, and does so much more!

