



The Genius of Play™, a movement spearheaded by The Toy Association™, aims to raise awareness about the benefits of play for all ages ... and to encourage families and schools to make time for play – every day!

Deeply rooted in research and facts, The Genius of Play is a leading resource on the key developmental benefits of play and provides parents, caregivers, and educators with information and inspiration to make play an important part of every child's life.

Play is so much more than fun and games!



With the rise in crowded and overly structured schedules, competitive parenting culture, declining recess in schools, and increasing screen time, it's more important than ever for children to engage in unstructured play.

The Genius of Play helps to combat these challenges by providing a variety of **free resources at TheGeniusOfPlay.org**, including hundreds of play ideas based on different ages and developmental stages, downloadable activity sheets, expert advice, and much more.

Through the power of play, we can all raise happier, healthier, and more successful kids!

Did you know?

There are 6 proven benefits of play. Through play, kids can...

-  Improve cognitive abilities
-  Hone communication skills
-  Increase creativity
-  Process and express emotions
-  Develop physical skills
-  Enhance social skills

New for Spring/Summer 2024!

Play helps little hearts grow bigger and stronger! The Genius of Play has published an **Emotional Wellness Playbook**, working with a recognized mental health expert to curate a collection of play-based activities that are designed to help kids (and adults!) develop emotional intelligence and learn to express their feelings in a healthy way.



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Also, be sure to check out our Summer Playbook; STEAM Playbook; and Let's Play, A Playbook for Kids of All Abilities.

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thegeniusofplay.org