



POINTERS FOR PARENTS

DID YOU KNOW THAT YOUR CHILD IS BUILDING CRITICAL LIFE SKILLS EVERY TIME THEY PLAY? THAT'S THE GENIUS OF PLAY.

RESEARCH SHOWS THAT PLAY TIME HELPS KIDS DEVELOP COGNITIVE, PHYSICAL, SOCIAL AND EMOTIONAL SKILLS, BOOSTS CREATIVITY, REDUCES STRESS AND NURTURES FAMILY BONDS.

THE AMERICAN ACADEMY OF PEDIATRICS RECOMMENDS THAT CHILDREN SPEND AT LEAST 60 MINUTES DAILY ENGAGED IN OPEN-ENDED PLAY.

TO HELP RAISE A SMARTER, HEALTHIER, HAPPIER GENERATION VISIT THEGENIUSOFPLAY.ORG.