

Why Play?

Children of all ages, all around the world, play.
They run, they pretend; they build and they laugh.
They LEARN and GROW intellectually and socially.

When children play, they build brain connections
and practice important life skills.

But don't tell them -- they just want to have FUN!



Benefits of play:

- ♥ Sustained attention -- children create and focus on their own stories or explorations for extended periods of time
- ♥ Symbolic representation -- pretending a broom is a horse is abstract thinking
- ♥ Cooperation -- taking turns in a game, playing on a team or pretending with friends
- ♥ Problem-solving skills -- completing a puzzle or building a tower of blocks or negotiating roles in pretend play with a friend
- ♥ Self-regulation – managing behavior and emotions when stacking blocks, recovering from disappointment when it tumbles
- ♥ Cognitive development -- imagination games and physical activity build connections between nerve cells in the brain
- ♥ Application of skills -- Trying out new vocabulary and exploring new scenarios through pretend play strengthens language skills
- ♥ Content knowledge – discovers new math or science concepts through exploration- making a new color by blending two paint colors.

*So whether it's soccer or blocks, pretend play or a board game...
play is good for your child and YOU!*



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