



MEDIA RELEASE

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THE AUSTRALIAN TOY ASSOCIATION'S NEW 'VALUE OF PLAY' LEAFLETS PROVIDE A CREDIBLE ON-LINE RESOURCE FOR PARENTS

The Australia Toy Association (ATA) has released the first in a series of on-line leaflets for parents focused on the **Value of Play** for children of all ages; incorporating tips and guidelines on the do's and don'ts of toy selection for the various stages of development, toy safety and the general facts and stats on the value of play for your child.

Available for immediate download via the all-new **parents' page** of the ATA's revamped website (www.austoy.com.au), this user-friendly resource tool has been designed as 'a reference guide at your finger tips'.

The first leaflet, titled **The Value of Play**, provides insight into subjects on:

- **Why play is important** – from play being the pivotal way in which children learn; to play being the way children explore their world and create imaginary ones
- **Learning new skills** – from hand-eye coordination to strength, balance and agility
- **The ages and stages of play** – from infants and toddlers to pre-schoolers and primary-schoolers
- **Play pointers** – from when to play with your child; to which toys suit your child's developmental play stage

"One of the primary benefits of the ATA's new **value of play leaflets** is that they will be a useful and simple tool in which parents can quickly determine what toys, activities and games suit the developmental play stage of their children," said ATA CEO, Beverly Jenkin.

"Play is an essential part of growing up – it is the manner in which children learn," said Ms Jenkin. "Through play children hasten their own development while they learn about the world around them and it is through a wide range of well-selected toys that children are more likely to be challenged and stimulated".

The leaflets are based on extensive research from a variety of sources around the globe, most significantly the National Toy Council (UK). Other leaflets to follow in the coming months will be **'Babies and Play'** and **'Toddlers and Play'**.

To find out more information on the **value of play** for your children, download the first leaflet – **The Value of Play** from the **parents' page** on the ATA website at www.austoy.com.au

The Australian Toy Association (ATA) is an independent, non-profit organisation representing Australia's toy, hobby, infant products, video & electronic games and licensing businesses. Founded in 1983, the ATA now has over 240 members representing around 90 percent of the total industry sales. The industry represents \$1.6 billion at retail and employs more than 5,000 people in Australia.

For further information, please contact ATA CEO, Beverly Jenkins on (03) 9320 2600.