



MEDIA RELEASE

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BABIES AND PLAY – ATA SHOW THE WAY!

The Australian Toy Association (ATA) plays an important role in delivering key messages to the consumer and the media on, play, children and toys. As a follow up in its Value of Play program, the ATA has released the second on-line leaflet *Babies and Play* for parents and guardians advising on the importance of play in early childhood.

Babies and Play talks about the physical and mental development of a child and the fact that a baby grows at such a rapid rate after birth. The experiences babies are exposed to, enable their brain to create millions of nerve endings that will increase the learning power and ultimately the enjoyment of life for a child.

By communicating with babies and using appropriate activities and toys that pose no danger or threat to new born, parents will enable their babies to learn about themselves, their environment and the people around them.

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

This second leaflet, titled ***Babies and Play***, provides insight into subjects on:

- **What is Play and Why it is important**
- **Play in Early Childhood**
- **The ages and stages of play**
- **Babies and Play – 0-12 months**
- **Safety in Play**
- **Small Parts**
- **Suitable games / activities**
- **Suitable toys**

"From birth to childhood, everyone enjoys playing. It is so easy to forget that play is not just about 'fun' it is essential to the development of the brain, motor skills and so much more. It is vital that parents are aware of how important play is to their children" said Beverly Jenkin, CEO Australian Toy Association.

The Value of Play leaflets are based on extensive research from a variety of sources around the globe, most significantly the National Toy Council (UK). The next leaflet in this series will be ***Toddlers and Play***.

To find out more information on the **value of play** for your children, download the leaflets 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.

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