



MEDIA RELEASE

FRIDAY 29 JUNE, 2007

MEDIA RELEASE

GAMES AND PLAY – BOOST THOSE LITTLE BRAINS!

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 *Games and Play*, the fourth on-line leaflet for parents and guardians advising on the importance of play in early childhood.

Games and Play illustrates that playing games with others is not only fun, it is a way of enjoying leisure time together in a relaxed and friendly manner. Playing with games helps children to develop all sorts of skills such as learning, memorising, strategising and reasoning. In addition to this it also tests their patience!

The leaflet is designed to remind and encourage parents and grandparents about the importance of game playing in the development of the mind not only for children but for parents and grandparents as well! Games are teaching devices that sharpen and keep minds on the ball.

The leaflet states that 'There are more than 900 decision making and problem solving games used for educational purposes. Occupational therapists use tabletop board games to help children and adults with physical disabilities improve their perceptual, cognitive, sensory and fine motor skills.'

Beverly Jenkin, CEO of the ATA states, "The wonderful thing with games is that they are so entertaining that the participant gives little thought as to how the game is also training their minds. Therefore there is no sense that they are actually working as well as playing!"

Games and play identifies that games are a great social tool for families. Games are suitable for every age group and they offer children the rare opportunity to experience equality with parents and siblings.

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).

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'.

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 Gabby Anderson on 0412 672 042.