



What Is The Genius of Play™ Month?

A month-long celebration of play championed by The Genius of Play, an initiative by The Toy Association. The main goal of the celebration is to draw attention of the media and general public, especially parents, to the importance and benefits of play for child development.

The **first-ever annual celebration** will take place in May 2019 under the theme “**Play All May**”.

Why Do We Need a Special Celebration of Play?

While there are dozens of other “months” (e.g. National Bullying Prevention Month, Heart Health Month), there has been none for Play. And yet play is absolutely critical to healthy child development. The American Academy of Pediatrics recently issued a clinical report asking pediatricians to write kids “prescription for play”. We will keep the momentum going by spearheading the first-ever month of play – **because play IS serious and deserves to be celebrated!**

How Will It Be Promoted?

There are multiple tactics in place to make our first-ever celebration of play a success, including:

- April 1: New Public Service Announcement campaign launches to television stations nationally
- April 25: Upcoming Genius of Play Month is announced at a press conference in NYC
- April 30: Satellite media tour with a spokesperson from The Genius of Play
- May 1: Press release followed by a targeted outreach to top media outlets and TV stations
- May 1-31: Influencer posts on social media promote the celebration of play
- May 1-31: Daily giveaways on social media

How Can Toy Association Members Participate?

There are several ways to join the celebration and show your support for play:

- **Sign up to sponsor one of the giveaways**, taking place daily on The Genius of Play social media channels during the month of May. It’s a great opportunity to get your products featured and reach new audience!
- **Share the new Public Service Announcement (PSA) campaign**, produced especially to kick off the month-long celebration of play. Campaign videos will be available on The Genius of Play [Assets](#) page in late March.
- **Download one of our “31 play inspiration ideas”** from the [Assets](#) page to use in your social media content during May. Please tag us on [Facebook](#), [Instagram](#) and [Twitter](#) and use #GeniusofPlay.

Thank You for Your Support!