



Let the Play Revolution Begin!



From blocks to architecture, scribbling to fine art, sandbox to boardroom, the important skills that help prepare young people for success in school and the business landscape originate in the playroom. But playtime is also rapidly diminishing for today's kids, leading to a growing crisis for future innovation and the 21st Century workforce. **Play for Tomorrow**, a consortium dedicated to shedding light on the crucial role of play in children's development and education, is bringing playful learning back to the forefront with the **Ultimate Block Party**. Taking place at the Bandshell area of New York City's Central Park, October 3, 2010, this first "play date" in a national education movement will demonstrate the real power of fun and games for learning and reinforce that how we play as children helps form who we become as adults.

Here are some great tips from the experts on how to make sure free play is a big part of your child's life:

- ❖ **Simon says, "Play a game together!"** Kids learn how to follow rules and maintain self-control, take turns and think strategically through game play. Plus, games boost memory and focus.
- ❖ **Engage their bodies and their minds!** Give young children and their friends some pots, pans and wooden spoons – they make great musical instruments for an impromptu band. Or just turn on the radio and dance. Music encourages non-verbal reasoning and sharpens the perception of language, while dance strengthens bones and joints and is good exercise to boot!
- ❖ **Encourage the entrepreneur!** Help your kids set up their own "grocery store" at home, playing the roles of customer and cashier. They can use their imaginations to stock the shelves, make change and much more. By following rules in make-believe play, young children learn persistence, task mastery, social cooperation and moral maturity.
- ❖ **Develop the architect!** Create a town out of blocks and make a skyscraper together – see how high you can go before the building topples. Block play and construction activities let kids sort and classify objects based on shapes and engage in estimation and measurement. It also hones their problem solving skills – all at the same time.



*How you play is who you become. To learn more about the **Ultimate Block Party** and **Play for Tomorrow** and for more examples of how to foster play, visit www.UltimateBlockParty.com and follow **Ultimate Block Party** on [Facebook](#) and [Twitter](#).*

In 2009, a small group of educators, business leaders, authors and researchers formed **Play for Tomorrow** to champion the importance of play in the lives of children. Conceived as a multi-tiered social movement, the groundbreaking initiative aims to ensure that all children are provided with the competitive skills necessary to succeed in the 21st Century global economy as well as build a public dialog to underscore the value of play in fostering lifelong achievement and social, emotional and physical well being. The organization's mission is to change attitudes, beliefs and practices about playful learning among families, educators, child-care providers, pediatricians and policymakers.