

the GENIUS of  
**PLAY**<sup>TM</sup>

.....  
It's more than play!



Dear Parents

A TV Public Service Campaign



## ABOUT THE GENIUS OF PLAY™

The Genius of Play is a national movement, created in partnership with the Toy Foundation, which strives to provide families with the information and inspiration they need to make play an important part of their child's day. Through The Genius of Play's website and social media channels, parents can find facts, useful tips and expert advice on how toys and play can help kids build confidence, creativity, problem-solving and other skills that will serve them throughout their lives. Here, they can also find ideas on how to keep playtime fun and fresh!

Established in 1961, the Toy Foundation is a 501(c)(3) nonprofit children's charitable organization whose mission is to bring joy, comfort and learning to children in need through the experience of toys and play. The Toy Foundation accomplishes this mission by providing millions of brand new toys for children in need annually, distributing hundreds of thousands of dollars in grant funding to children's charities annually and establishing toy distribution programs with national organizations to impact special populations of children in need.

For more information, please visit [TheGeniusofPlay.org](http://TheGeniusofPlay.org).



## Learn more about The Genius of Play



FACEBOOK



INSTAGRAM



PINTEREST



YOUTUBE

Dear Public Service Director,

Families have been navigating a new world where much of their time is spent at home. In-person play dates and in-classroom learning have been largely limited as children meet virtually with their friends, classmates and teachers. Many parents have faced challenges in not only keeping their children on top of their school work, but also making sure that they were still thriving – both physical and emotionally – during an extremely difficult time.

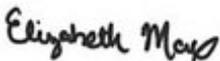
While the world may look different now, playtime remains crucial for kids, with benefits that go well beyond play's positive impact on a child's learning and development. Play can also bring the entire family together to help fight the feeling of social isolation, provide a creative outlet and hours of fun with hands-on games, ease stress and anxiety, and keep everyone physically active. As kids use laptops and computers more often for virtual learning, nearly 70% of parents say their children are getting tired of screens and gravitating to traditional toys. Providing healthy alternatives to screen time through play and keeping things fresh with a wide variety of activities has never been more important.

Please help encourage the importance of "mixing up" the ways kids play by airing our public service announcements. From arts and crafts to construction sets, from dolls and action figures to science kits and puzzles, these PSAs feature many different types of play that together enable kids to build a full arsenal of critical skills they need for success in school and in life. Each PSA is narrated from a child's perspective and explains how a balanced mix of play offers kids a variety of developmental benefits.

- The first PSA titled "**Dear Parents: Crazy**" (:60) features a boy reading a letter to parents that highlights the different skills that play provides.
- In "**Dear Parents: Pop Quiz**" (:30) a girl pretends to be a teacher, quizzing parents about the best kind of play for kids.
- "**Dear Parents: Time Out**" (:30) portrays a boy dressed as a super hero taking a time out to tell parents how great play is.
- Lastly, in "**Dear Parents: Rocket Science**" (:30) a young scientist discusses how certain kinds of play can provide different benefits than others.

The PSAs encourage viewers to visit [TheGeniusofPlay.org](http://TheGeniusofPlay.org) to learn more about healthy play habits for kids and find play ideas. We hope you will air this campaign, which has **no end date for use**, as soon and as often as possible.

Thank you in advance for sharing these important messages.



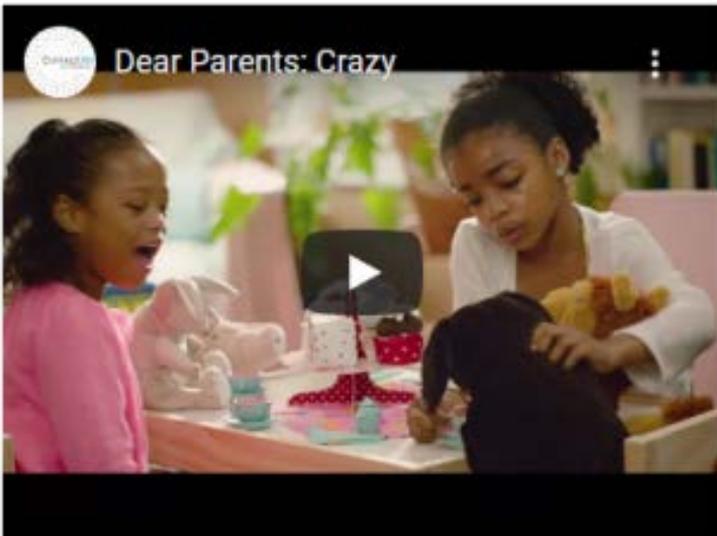
Elizabeth Max  
Senior Manager, The Toy Foundation

## Dear Parents PSA

While the world may look different now, playtime remains crucial for kids. Play teaches kids to think, imagine, interact with others and reach critical developmental milestones. Help us encourage families to “mix up” the ways kids play!

To learn more, please watch one of our public service announcements (PSAs) titled "**Dear Parents: Crazy**" (:60). These PSAs offer a unique look at children's perspectives on play and remind parents about the importance of playing in many different ways.

These PSAs have no end date for use. We ask that you please air our PSAs as soon and as often as possible.



"Dear Parents: Time-out" (:30)	
1. Shot of boy speaking.	<p><b><u>MUSIC UP AND UNDER</u></b></p> <p><b><u>BOY O/C:</u></b> Dear parents, can we take a time-out from our crazy lives for a second</p>
2. Shots of kids playing with soccer ball.	<p><b><u>BOY V/O:</u></b> <i>and think about how awesome play is?</i></p>
3. Shot of kids building fort in living room, shots of girl playing hopscotch.	<p><b><u>BOY V/O:</u></b> <i>This thing we love to do just because it's fun, is actually helping us grow in all kinds of ways.</i></p>
4. Shots of boy playing with playdough and painting, switch to shots of kids playing with blocks.	<p><b><u>BOY V/O:</u></b> <i>And the only trick is to mix up the ways we play, because different kinds of play give us different kinds of skills.</i></p>
5. Shots of kids jumping on trampoline.	<p><b><u>BOY V/O:</u></b> <i>Help us mix up the ways we play.</i></p>
6. Shot of boy speaking.	<p><b><u>BOY O/C:</u></b> Ok, time-in.</p>
<p>7. <b><u>GRAPHIC:</u></b> Find ways to mix up your kid's play at TheGeniusofPlay .org</p> <p>The Genius of Play logo A public service message from The Toy Foundation</p>	<p><b><u>FADE SOUND AND PICTURE OUT</u></b></p>

# TV PSA SCRIPTS

[Download all PSA Scripts](#)

<b>"Dear Parents: Rocket Science" (:30)</b>	
1. Shot of girl speaking.	<b><u>MUSIC UP AND UNDER</u></b>  <b><u>GIRL O/C:</u></b> Dear parents, did you know science says to mix up how we play?
2. Shots of boy playing with toy dinosaurs, switch to shots of kids playing in sprinklers.	<b><u>GIRL V/O:</u></b> <i>Because creating pretend worlds, isn't the same as playing outside,</i>
3. Shots of girl doing artwork, switch to shots of kids playing kickball.	<b><u>GIRL V/O:</u></b> <i>or making a masterpiece, or playing with a team.</i>
4. Shot of girl riding bicycle.	<b><u>GIRL V/O:</u></b> <i>Different kinds of play give us different kinds of skills.</i>
5. 5. Shots of kids playing cards.	<b><u>GIRL V/O:</u></b> <i>Help us mix up the ways we play.</i>
6. Shot of girl speaking.	<b><u>GIRL O/C:</u></b> Trust me. It's not rocket science or anything.
7. <b>GRAPHIC:</b> Learn why your kids need play at <a href="http://TheGeniusofPlay.org">TheGeniusofPlay.org</a>  The Genius of Play logo A public service message from The Toy Foundation	<b><u>FADE SOUND AND PICTURE OUT</u></b>

## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

[www.c360m.com/PSAConnect/toyfoundation/](http://www.c360m.com/PSAConnect/toyfoundation/)

### **No End Date For Use**

Dear Parents: Crazy (:60)

Dear Parents: Pop Quiz (:30)

Dear Parents: Time Out (:30)

Dear Parents: Rocket Science (:30)

Please let us know your preferences on receiving  
PSAs by contacting:

**Shaliza Thomas:** via e-mail at [stthomas@c360m.com](mailto:stthomas@c360m.com)  
or by phone at (212) 624-9187

## 501 (c)(3) certificate

 **IRS** Department of the Treasury  
Internal Revenue Service  
P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248464862  
Mar. 26, 2012 LTR 4168C E0  
13-6161457 000000 00  
00021825  
BODC: TE

  
TOY INDUSTRY FOUNDATION  
1115 BROADWAY STE 400  
NEW YORK NY 10010-3466

Employer Identification Number: 13-6161457  
Person to Contact: Miss Campbell  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Mar. 15, 2012, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in May 1964.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website [www.irs.gov/eo](http://www.irs.gov/eo) for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.



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Delivering Joy to Children in Need