

the GENIUS of  
**PLAY**<sup>™</sup>  
.....  
It's more than play!



## Dear Parents

A TV Public Service Campaign  
from the Toy Foundation



Delivering Joy to Children in Need

## Learn more about The Genius of Play

[THEGENIUSOFPLAY.ORG](https://THEGENIUSOFPLAY.ORG)

 FACEBOOK

 INSTAGRAM

 PINTEREST

 YOUTUBE

Dear Public Service Director,

Play is one of the best ways to stimulate children's brain growth and is essential for child development. But did you know that different kinds of play give kids different kinds of skills? Studies show that make-believe play is essential for kids to develop a sense of curiosity, blocks and puzzles strengthen problem-solving skills and outdoor activities such as bike or scooter riding can help kids improve their coordination, balance and motor skills. Through unique types of play, kids build a full arsenal of crucial developmental skills that will come in handy later in life.

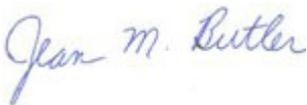
The American Academy of Pediatrics recommends children spend at least 60 minutes daily in unstructured and fun physical activities. Unfortunately, the actual time children spend playing continues to decrease, due to factors such as crowded schedules, declining recess in schools and increasing screen time. The Genius of Play hopes to change that by leading a national movement to help inspire families to bring more play into kids' lives.

We hope you will join us in encouraging families to "mix up" the ways kids play, by airing our public service announcements. Each PSA takes a unique look at play 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. We are also pleased to share that the "Dear Parents" videos have won the Association Trends All Media Contest which recognizes the best and most unique marketing and communications programs by organizations. 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.



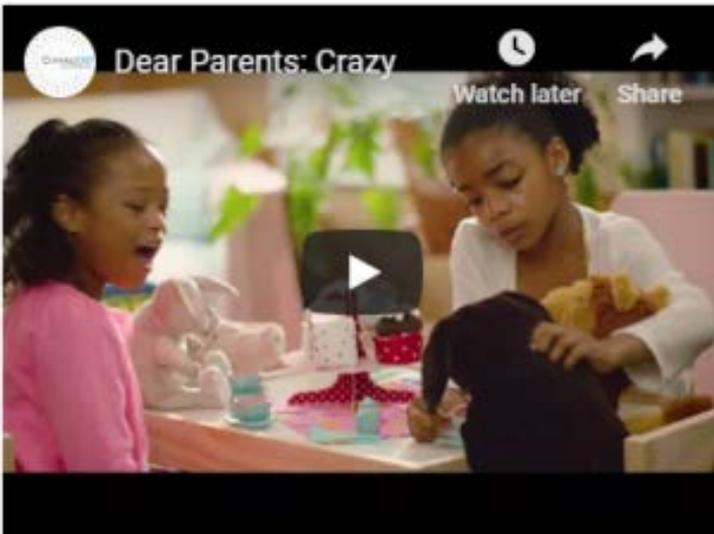
Jean M. Butler  
President, The Toy Foundation

## The Genius of Play PSA

Different kinds of play help kids build different skills. 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.



# TV PSA SCRIPTS

<b>"Dear Parents: Time-out" (:30)</b>	
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 <a href="http://TheGeniusofPlay.org">TheGeniusofPlay.org</a></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

<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><u>GRAPHIC:</u></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

008528

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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