

#PlayWithPurpose

Young children

naturally reach out for interaction, babbling, facial expressions, and gestures

the absence

of such responses from adults can lead to disparities in learning and behavior ¹²



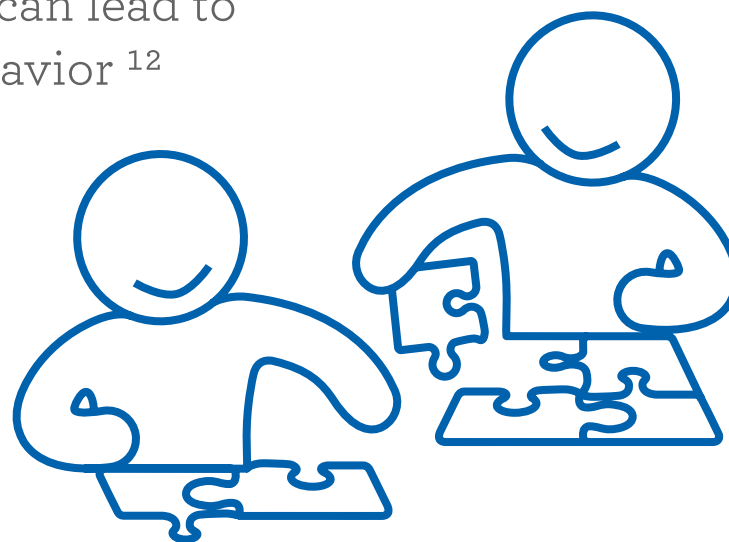
Play enhances

the progress of early development by 34% - increasing adjustment, improving language and reducing social and emotional problems ⁹

Less than

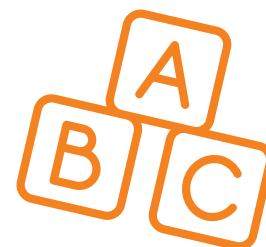
10 minutes

of play per day improves children's performance, may encourage thinking and successfully controls behavior ⁶



If deprived of play,

children will suffer, both in the present and in the long term ¹⁰



Children with access

to a variety of toys reach higher levels of intellectual achievement ⁷



IN PARTNERSHIP WITH



Save the Children®

To learn more about the play research used in this campaign, please visit toysrusinc.com/charitable-giving/play-with-purpose.