



FEATURE RELEASE

May 2007

Be Your Own Expert in Play with Fisher-Price®

For new parents, the idea of playing with their child can seem a little alien. In the adult world, rolling around on the floor, making funny faces and animal noises and singing silly songs is not typical behaviour so it can take new parents some time to adjust. Many parents can also feel pressure to ensure that their child is developing as they play and are not quite sure how to do it.

One of the most confusing areas of play, which can be confronting, is choosing the correct toys for a child's specific needs. While it may seem straightforward, the huge range of toys on the shelves can be very overwhelming. However there are a few simple tips to help parents be their own 'expert in play' and feel confident choosing toys for their child.

Firstly it is important to choose a toy that is age appropriate for their child. Not only is this important for safety, it also ensures that the toy is within the child's developmental capacity. Choosing age appropriate toys also makes sure that the toy is helping the child play and laugh while assisting in growing skills to reach the next important developmental milestone.

How to choose an age appropriate toy:

- Use product packaging as an important source of information to match toys to the child's abilities.

Secondly, selecting products to appeal to a child's individual interests is important to ensure the child remains curious, interested and entertained while learning.

How to choose toys that capture a child's attention:

- Choose toys that make noises or light up
- Select toys that provide interaction
- Pick toys that feel different to provide variety

It is also important to have a range of toys to suit different needs to encourage a variety of play. A range of toys ensures that a variety of developmental areas are being encouraged such as sharing, interaction, imaginative play, physical activity and constructive play.

What sort of toys do I need to encourage a variety of play?

- Have some toys for children to use individually but make sure you have larger sets of toys that can be shared when children are playing together
- Select some toys that encourage movement and physical activity

- Use the product packaging the help ensure that the selection of toys include toys to promote constructive, imaginative and interactive play

It is also important to remember that the best way for a child to learn from a toy is to allow them time to play with it. While a simple toy seems straightforward enough and easy to understand for parents, it is important to remember that a child needs to test whether a round block will fit through a rectangular hole several times over before they discover the shape isn't right.

How do I increase learning from each toy?

- Make time for the child to play with each toy in their own way
- Enable the child to explore, investigate and discover things for themselves
- Give children as much time as they need to explore a new toy and discover its capabilities and uses and let them experiment with how the toys work, how they can interact with the toy and how mum interacts with the toy too.

The final tips for parents to become their own experts in play are crucial. Safety is the most important concern when children are playing.

How to ensure safe and effective play:

- Always keep a eye on children when they are playing
- A reassuring smile when the child has discovered new things and engaged with a toy encourages children to further interact with toys and show off their new found skills
- Select quality, durable toys that withstand the rough treatment of little curious hands, feet and mouths
- Regularly check all toys to ensure that wear and tear has not compromised safety with loose or damaged parts
- Check the size of the parts of the toy to ensure that the toy is not a choking hazard
- Ensure that the play area is safe by checking that the child's surroundings pose no danger or access to steps or the road

And lastly, it's important for parents to relax and enjoy all play experiences with their child. They need to find their inner-child and remember that no one is watching them to see if they laugh louder, if they push the buttons better or if they interact better. Parents are their own experts in play. Children will find pleasure in many simple things. Parents should take a deep breath, laugh and enjoy these special moments with their little ones.

With over 75 years experience as the experts in play, Fisher-Price® continues to help mums feel confident in being their own playtime experts. Through their commitment to research, testing and development, Fisher-Price gives mums the tools to help their children play, laugh and grow through every stage of their development from birth to five years.

- end -

For more information about Fisher-Price® or to request product images or high-resolution images, please contact a Porter Novelli Melbourne, Public Relations Consultants:

Heather Murphy – P: 03 9289 9555, E: hmurphy@porternovelli.com.au, M: 0421 271 279

Julie Booth – P: 03 9289 9555, E: jbooth@porternovelli.com.au, M: 0428 145 455

Michelle Palmer – P: 03 9289 9555, E: mpalmer@porternovelli.com.au, M: 0412 774 280

Top Toys From Fisher-Price

With over 75 years experience as the experts in play, Fisher-Price continues to help mums feel confident in being their own playtime experts. Through their commitment to research, testing and development, Fisher-Price gives mums the tools to help their children play, laugh and grow through every stage of their development from birth to five years.

Below are a selection of great toys from Fisher-Price, that will help children to play, laugh and grow and mums to become the experts in play.

Great age appropriate toys:

- **Fisher-Price Laugh and Learn Computer System** is designed to be suitable for babies through to toddlers. The infant-appropriate software offers three developmental levels to grow with baby

Toys that capture a child's attention:

- **Fisher-Price Medical Kit** is just what the doctor ordered: lots of accessories for great role-play fun!
- **Fisher-Price Little People® Amazing Animals Circus™** and **Fisher-Price® Little People® A to Z Learning Zoo™** are perfect for children who love animals. The animals are so cute mums won't be able to resist playing with them themselves!

Encouraging a variety of play:

- **Fisher-Price Brilliant Basics™ Rock-a-Stack** will stimulate a child and enhance their motor skills when playing alone
- **Fisher-Price Little People™ Build n' Play Bins** are more suitable for multiple children to play together as they can share the pieces

How do I increase learning from each toy?

- **Fisher-Price Laugh & Learn™ Learning Keys** open up a world of learning fun with a set of keys that bring favourite songs and colours to life

For more information about **Fisher-Price®** or to request product images or high-resolution images, please contact a Porter Novelli Melbourne, Public Relations Consultants:

Heather Murphy – P: 03 9289 9555, E: hmurphy@porternovelli.com.au, M: 0421 271 279

Julie Booth – P: 03 9289 9555, E: jbooth@porternovelli.com.au, M: 0428 145 455

Michelle Palmer – P: 03 9289 9555, E: mpalmer@porternovelli.com.au, M: 0412 774 280