



## FEATURE RELEASE

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# Play, laugh and learn at bath-time with Fisher-Price®!

While bath-time can seem like a chore for parents with young children, it can also be a great opportunity for fun, creative play and learning while bonding.

Bath-time is a good chance to explore basic language, math and science concepts with small children at a variety of ages and stages. By selecting safe and appropriate toys, parents can be confident that they are helping their child to play, laugh and grow in the bath.

Water play is part of the basic curriculum in many early childhood programs because of the important learning opportunity it provides for young children, as they explore and discover the properties of water. Children can learn about measuring, shapes, more or less, warm and cool, float and sink. Pouring, sprinkling, pumping and squirting water also assist to strengthen eye and hand coordination.

Firstly it is important to ensure children are safe in the bath.

### **How to keep your child safe in the bath:**

- Constant parental supervision is essential. Have everything you need including shampoo, soap towels etc at hand, take the phone off the hook and make sure you won't have any other distractions
- Have a separate child bath, for the comfort and safety of mum or dad and baby. A separate bath ensures that the child is in no danger from taps or hot water, is more comfortable for parents and allows the water in the bath to be re-used in the garden more easily. Look for a bath that will be suitable for the child from birth until the young toddler stage

Once parent and child are safe and comfortable, bath-time can be used to help children develop and learn. Having fun shapes and toys in the bath will be fun for mum and child and can help to provide valuable learning experiences

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### **How to help your child learn and play at bath-time:**

- Use toys that stick to the bath and can be filled with water. Toys like this will help children develop an understanding of measurement and shapes
- Cups and containers are also great for bath-time fun as children are able to float, measure and pour water with them
- Squirting water around with cute rubber toys can be messy but is fun for children and helps to develop co-ordination. Try immersing suitable toys in water and encouraging children to aim at other objects in the bath
- Boats and ducks are great tools to teach children about the concept of float and sink

Playing with children while they are in the bath ensures that they enjoy getting clean, and interaction between parent and child while exploring new concepts for infants is invaluable.

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

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**For further information, product samples to trial and test or high-resolution images, please contact Porter Novelli Melbourne.**

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# Top Toys From Fisher-Price®

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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 bath-time fun.

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## Bath basics:

- **Fisher-Price® Aquarium Bath Centre** is comfortable and safe for mum and baby. It is suitable for children up until the young toddler stage

## Top toys for bath-time learning:

- **Fisher-Price Stay 'n Play Bath Friends™** includes a starfish with a spinning water wheel; a whale with multiple water flow actions, a "fill and pour" lobster and a water cup disguised as a sea shell. Suction bar attaches to the side of the bath and all pieces attach easily and securely to the suction bar.
- **Fisher-Price® Splash & Scribble Elmo** includes a waterproof Elmo and three soap crayons. Dorothy's fishbowl is a crayon holder that attaches to the bath wall with a suction cup. Soap crayons are safe to use on bath walls. Soft, machine-washable Elmo has a loop for easy drying and can be played with outside of the bath
- **Fisher-Price® Stack and Roll Cups** are durable toys that float and will allow children to measure and pour water
- **Fisher-Price Little People® Animal Fun Bath Bar** is perfect for bathtime fun. Use the sea turtle scoop to pour water over the octopus to make him spin! Or pour water over the dolphin to see him take Roberto™ for a ride. Suction cup for easy attachment to smooth bath or tile surfaces – and everything stores in the boat-shaped bar!
- **Fisher-Price's® Magic Changin' Squirt Pals** are perfect for water play. When immersed in water and squeezed, the fun shaped toys suck water inside and squirt the water out when squeezed again
- **Fisher-Price Floating Island™ Bathtime Adventure-Dora's Floating Island Adventure** features two islands, a bridge, a slide, a boat, and three character figures. Pour water onto tree and see Swiper magically appear! Includes Dora's new friend, Diego!