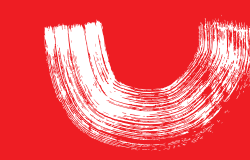


The
Power
of Play

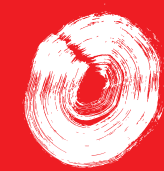


Play makes us HAPPY



95%

of children say
play helps them
relax and takes
their mind off
school



95%

of parents feel
play boosts their
family's happiness
and wellbeing and
creates stronger
bonds



87%

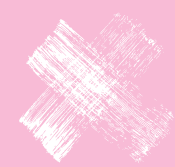
of adults say play
helps them relax
and feel calm





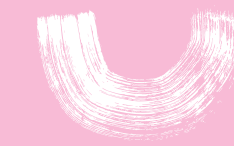
88%

of parents think
play is important
to helping children
learn new things -
nearly as high as
for school!



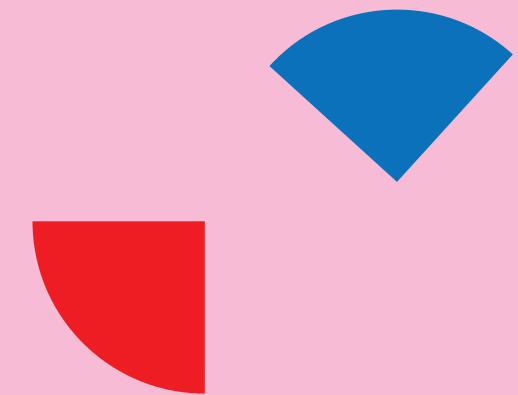
67%

of children like to
learn new things
through play



95%

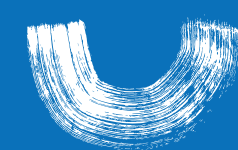
of children say
playing helps
them try new
ideas



**Play helps
us LEARN**



Play prepares us for THE future



90%

of parents say
play helps their
child develop vital
life skills:

93%

Creativity

92%

Communication

92%

Problem-solving

91%

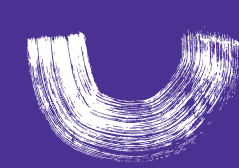
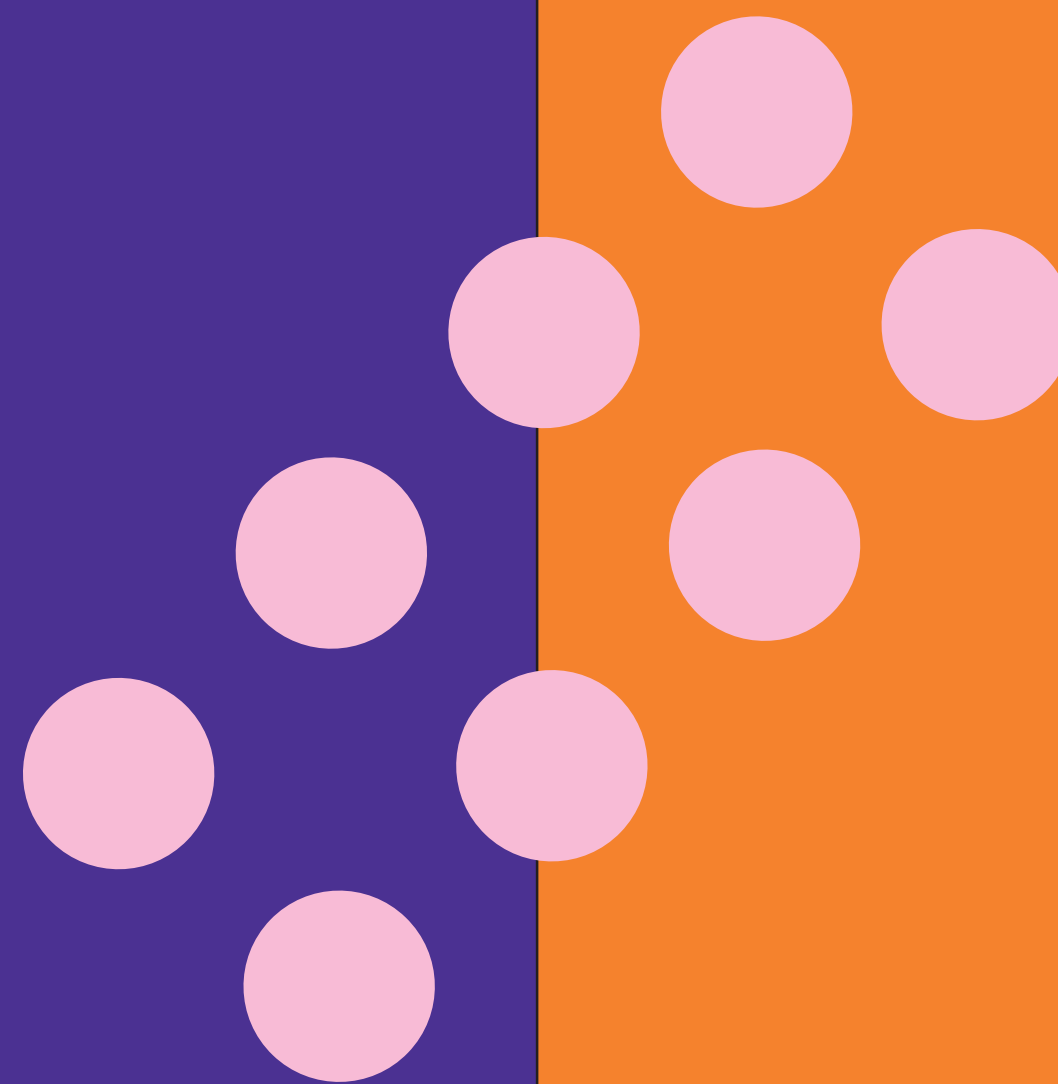
Confidence

But despite
all these Benefits,
we're still not
PLAYING ENOUGH



 **34%**

of parents admit
their family doesn't
play together enough...
and say a lack of time,
long working hours and
too much housework
are to blame

 **84%**
of children wish
they could play
more with
their parents **39%**
of children feel
their parents' jobs
gets in the way of
family play

The background is a solid orange color. Scattered around the central text are several small, rectangular pieces of confetti in yellow and blue. There are four yellow pieces and four blue pieces, each tilted at a different angle.

It's *TIME*
to prioritise
PLAY!

And create a world where everyone thrives today - and tomorrow