

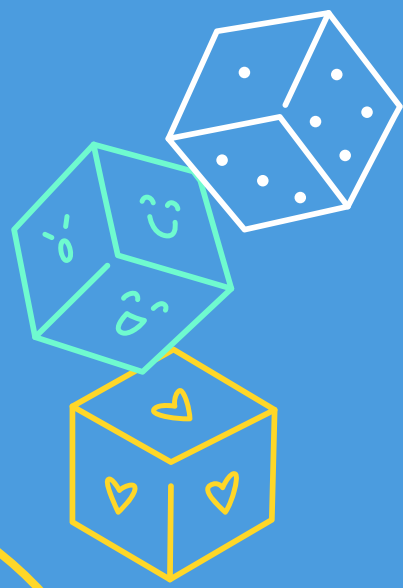
WORKING WITH THE EXPERTS

Play is the lens through which children discover the world and connect with the people they love. Because life is busy, spontaneous play can sometimes get squeezed out, but it remains the

most powerful tool for your child's wellbeing. That's why we've collaborated with child development experts to bring you these 7 easy-to-apply insights.

1 **PLAY BUILDS
EMOTIONAL STRENGTH
& WELLBEING**

Play helps children understand their feelings, manage stress, and develop confidence and resilience. Through playful experiences, children learn how to calm themselves, cope with challenges, and feel emotionally secure—especially during stressful times.

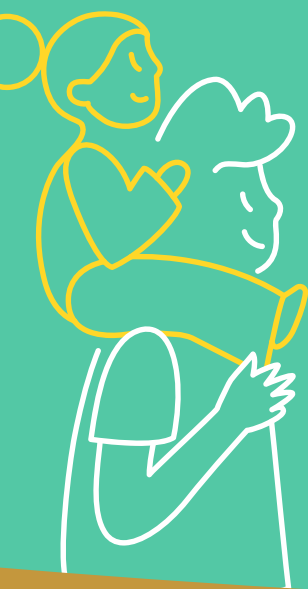


**PLAYING TOGETHER
MATTERS MORE
THAN THE TOYS** 2

Playing with parents, siblings, grandparents, peers, and friends supports children learning, emotional growth, and social skills far more than toys alone.

**SHARED PLAY
HELPS CHILDREN
LEARN** 3

When adults actively join children's play—listening, responding, and building on their ideas—children's thinking skills and learning grow. These shared moments help children explore ideas, solve problems, and deepen understanding.



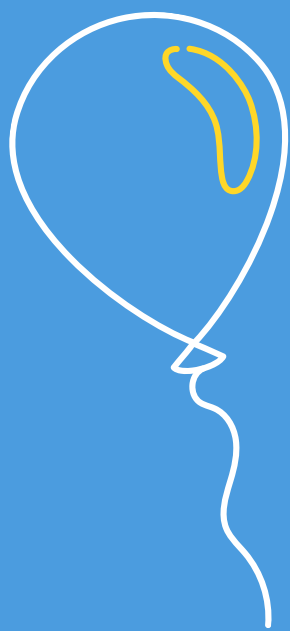
**PARENT'S
PLAYFULNESS IS
CONTAGIOUS** 4

When parents bring imagination, humor, and curiosity into play, children become more playful too, boosting learning and making it feel joyful and engaging.



5 **SHARED PLAY
STRENGTHENS
FAMILY CONNECTION**

Shared play experiences create moments of closeness and trust. Playing together helps parents and children feel more connected, strengthening affection and supporting healthy family relationships.



6 **FREE, CHILD-LED
PLAY BUILDS
INDEPENDENCE**

Play that is free, without rules or structures and that is led by the child, gives children space to make choices, explore freely, and regulate their emotions and behaviour. These experiences support independence, self-control, and emotional development.

7 **PRETEND PLAY
SUPPORTS LANGUAGE
AND SOCIAL SKILLS**

When children engage in pretend and imaginative play, they step into other people's shoes—learning to understand feelings, express themselves, and communicate and interact positively with others.

