

Playing Is Learning For Toddlers

(NAPS)—Playtime is serious work for toddlers. According to child development experts, the time they spend playing is crucial to their growth. They have so much to learn in the pre-school years, including the development of personality, perspective of the world, relationships as well as motor, verbal and visual skills. Providing toys that foster learning and interacting one on one with your child is important for a successful early childhood. In other words: play!

How do you make the most of the time you play with your child?

Here are some tips recommended by child development experts at Sassy®, an award-winning creator of pre-school toys to encourage learning in four key areas:

- Rattles with friendly faces encourage development of *feeling*. Tell your toddler how the friendly fellow loves him or her and pretend it gives your child a big kiss. The smiling face and the special attention from you will raise your child's self-esteem.

- Talking about a favorite colorful toy can help develop *communication*. Talk about the colors and shapes; use a friendly, high-pitched voice pretending the toy talks to your toddler. Talking simply and slowly about the toy helps your toddler learn language.

- Building and stacking toys help to develop *thinking*. Use encouragement and soothing words to help your toddler develop patience as he or she stacks rings. Experimenting with the toy teaches your child to problem-solve and learn how things work.

- Toys that roll and squeak,



like boats or cars, develop *moving* by inviting your toddler to use fingers and hands to explore and learn. Show your toddler how to pretend by driving the toy. Make the sound of the motor for your child to copy.

Sassy® Toys has collaborated with Burger King Corporation to provide new premiums for children under the age of three, available upon request in Kids Meals. There will be sixteen different designs introduced per year designed to meet four critical stages of a child's development: moving & exploring, interacting & feeling, communicating & talking, and thinking and learning.

"Over the years, our kids' marketing programs have continued to evolve larger, higher-quality toys with superior functions," said Cindy Syracuse, Director of Marketing for Burger King Corporation. "With an established Under Three Premium Program, we can deliver quality toys that cater to younger children without compromising the functionality of the toys that big kids love. We are pleased to be working with Sassy to develop such high quality toys that parents can enjoy with their youngsters."