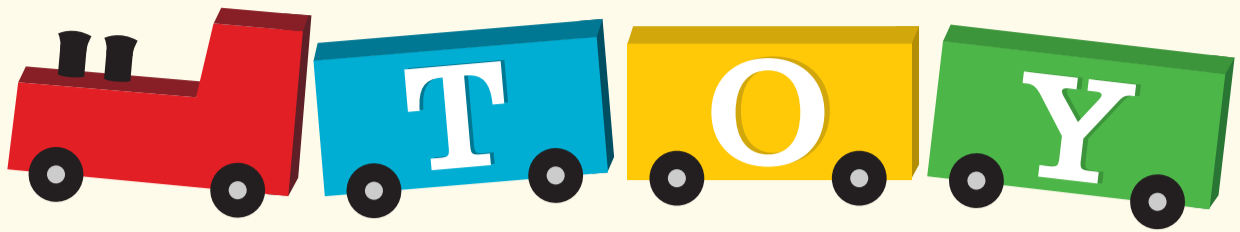


HOW TO CHOOSE AN Educational Toy



THE BIG PICTURE: Toy Trends in the United States

TOYS ARE BOUGHT FOR MANY REASONS

- ★ holidays
- ★ birthdays
- ★ child requests



Americans spend approximately

\$22 BILLION

on toys each year

American toy purchases make up approximately

25%

of global toy sales

Educational toys are designed to

HELP grow

not just to entertain

Benefits of Educational Toys

Improve problem solving skills

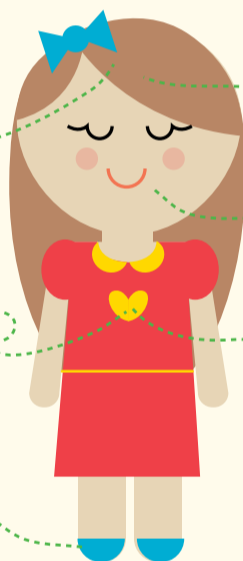
Develop creativity and imagination

Encourage socialization and cooperation

Expand language and vocabulary skills

Increase fine and gross motor skills

Build confidence



What to Look for in an Educational Toy



MULTIPLE USES

Some toys, like blocks, can grow with a child. Infants can gain muscle development and coordination, older children can use them to learn about spatial relationships, language, ingenuity, resourcefulness and more!



TRUE TOYS

Dolls and blocks allow children to use their imagination and creativity—there is no pre-determined outcome...the sky's the limit!

2-4 years

AGE APPROPRIATE
Labels are important.



MANIPULATIVE TOYS

Shape Sorters and Puzzles build cognitive and perceptual skills.



EXPLORATORY TOYS

Children learn about senses, cause and effect.