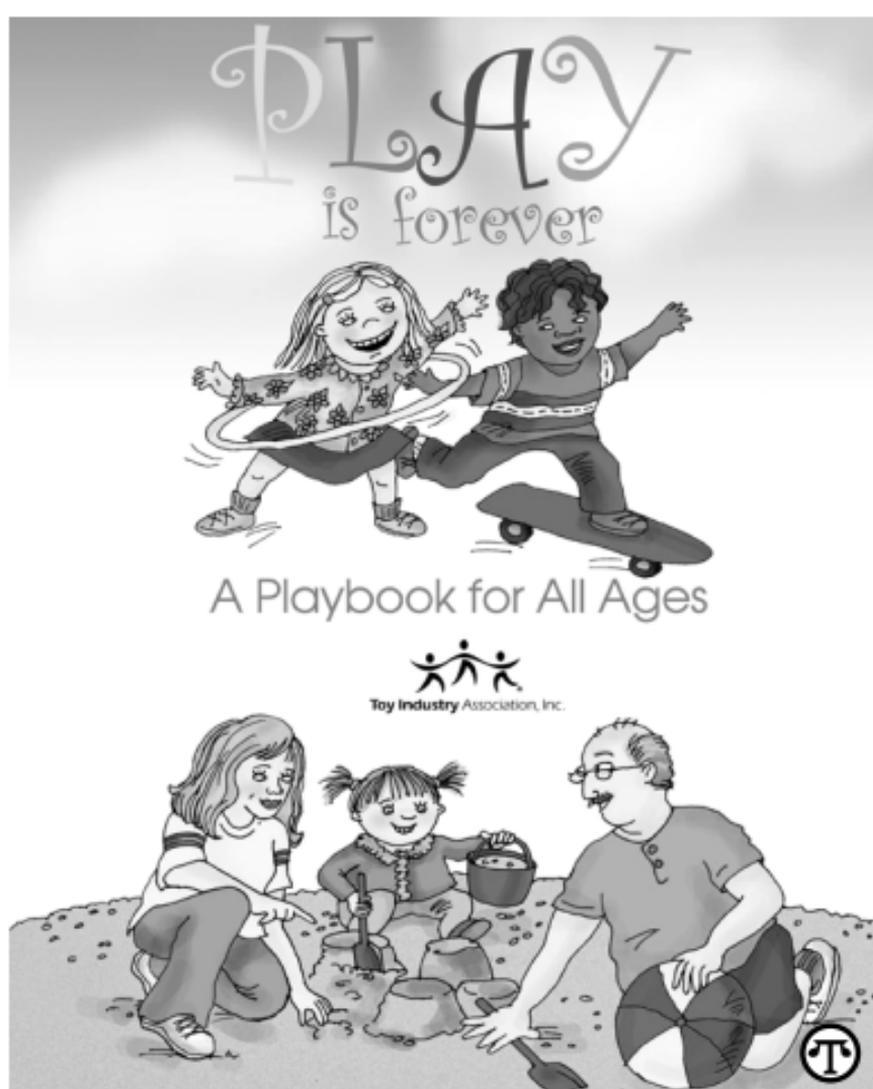


Games People Play

(NAPSA)—The lifelong benefits of play, according to research, enrich social skills and brain development.

The Toy Industry Association (TIA) has embarked on a major initiative to foster intergenerational play, offering such tips as:



The above free playbook is available at www.playisforever.com.

1. Follow the leader. Have youngsters take charge and plan a whole day of fun activities.

2. Tell me a story. Great oral skills begin with the exchange of stories.

3. Role model. Teach kids a skill, whether it's playing an instrument, cooking or crocheting.

4. Get crafty. Youngsters love creating things and crafting may sharpen dexterity.

5. Get moving! Engage in any activity that keeps you both fit.

6. Plan a game night. Take turns picking a favorite board game, DVD game or puzzle.

At a recent AARP convention, TIA hosted a “backyard playground” that had seniors playing with hula hoops, blocks, science toys, yo-yos and more.

For a free “Playbook for All Ages,” visit www.playisforever.com.