

# Pointers For Parents

## Make Play Work For Your Family

(NAPSA)—Many adults aren't acting their age these days. They happily devour children's books about wizards and magic, gladly watch animated films and flock to child-oriented theme parks. As a result, adults are having fun, laughing more, relieving stress and improving communication with colleagues and families.

Many of the most successful corporations have discovered that acting or thinking like a child is great for business. One software company CEO encourages his employees to play games on the job because it prompts them to look at their problems from different angles.

He also encourages managers to learn by watching children and applying their observations to their jobs, like being less inhibited and not being afraid to state the obvious.

Senior executives at major corporations such as Nokia and Daimler-Chrysler have been known to sit around a conference table for hours assembling structures out of Lego bricks in a bid to unlock their creative potential. The goal? Build models that represent their businesses—the obstacles, potential solutions and even what success looks like—all to help them tap their creative abilities to improve their work.

If top businesses are seeing results from encouraging playful "down time," imagine what regular play could do for families. What better way to relieve some stress, spend quality time with children and ensure they are learning something than to make family play time a regular habit?



**Add family play time to the weekly to-do list and the results may be more fun, less stress and more learning.**

To celebrate its new classic construction products, Lego is offering a *Family Building Activities Booklet* with ideas for simple games and fun activities that incorporate their child's collection of Lego bricks.

From adding a building twist to a game of charades, to building something that starts with the first letter of your name or that represents the city or state where you live, the addition of playful building adds a creative challenge to the game that will get families laughing, telling stories and having fun together.

You can get a copy of the *Family Building Activities Booklet* by calling 800-422-5346, or by logging onto [www.lego.com/create](http://www.lego.com/create).

The booklet can help families find ways to celebrate play with their children. Add family play to the weekly to-do list and you may find you'll relax, have fun and make memories that will last a lifetime.