

Survey: Moms Feel Need to Foster Kids' Creativity

(NAPSA)—Swim lessons and summer camp aren't the only activities that parents will encourage their kids to take on this summer break. According to mothers of grade-school-aged children surveyed by Parenting® magazine's MomConnections®, more than 75 percent of moms say they feel responsible for fostering their kids' creativity.

Creative Products

Cheryl Wilbur, market researcher at Parenting magazine, says, "For the last couple of years, we have been seeing a trend toward mothers embracing and purchasing simple yet effective creative tools that allow their children's imaginations to soar."

Mothers are looking for supplies that help unleash their kids' creativity, and the basics are winning out. The Parenting magazine survey reported that nearly one-fifth of mothers purchase paint and more than one-fourth purchase markers to aid their kids' creative inspiration.

Parents won't have to look far this summer in their pursuit for new, easy-to-use arts and crafts products for kids and teens on the go. Products such as Elmer's Paintastics™ Paint Brush Pens work like a marker but include a brush applicator that can mix paint colors and won't dry out. The thin brush tip allows kids to write or paint with fine lines or broad strokes. Paintastics also put parents' typical concerns about painting to rest—the paint is contained in the brush, dries instantly and is nontoxic and washable.

Summertime Activities

So how can parents foster creativity? Elmer's arts and crafts



Products such as paint pens and markers can be used to foster kids' creativity.

product expert Michelle Manning suggests the following activities to help parents elicit that creative spark in their kids while also getting quality time together.

- **Photography classes:** Summer is the perfect time to photograph nature. Frame and display the photos or use them as inspiration for a painting or sketch. Get creative with the mediums. Use charcoals, acrylics, pastels, Paintastics or mix mediums.

- **Symphonies in the park:** With good weather comes music in the park. Check with a local symphony or orchestra for upcoming performances.

- **Personalized postcards:** Make one-of-a-kind postcards on summer road trips with glue sticks, markers, paints, buttons, ribbons, stamps or whatever elicits creativity.

- **Journaling:** Create a wonderful memento by writing and designing a journal cover about the summer.

Additional creative projects for a variety of ages and common arts and crafts materials can be found at www.elmers.com.