



## Press Release

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### **PlayBright® Early Learning System to be Featured at National Conference on Early Head Start**

*Presentation on innovative early learning system one of 10 chosen nationally in blind submission*

**SEATTLE – October 19, 2010** – On October 25, the PlayBright Early Learning System will be featured as part of special presentation at the Birth to Three Institute's annual conference. Held in Washington D.C., the event allows individuals involved in early childhood development, particularly Early Head Start and Head Start, to access the latest information and resources related to infant and toddler services and programs.

**PlayBright** is an educational program for both parents and educators that combines the most current early child development research with fun and interactive play experience to promote healthy brain development and school readiness in young children. **PlayBright** is comprised of two components – the **Guidebooks** (one for each year ages birth to five) and **Keys to Learning**, a research guide that supplements the guidebooks for parents. Together, the system provides a single repository of information parents need to stimulate early learning in their children. **PlayBright** was developed by early learning practitioners and is based on early learning assessments and maps to federal and state developmental benchmarks.

The presentation will allow attendees to gain an understanding of the process of brain development and enhance your opportunity to provide brain-building experience for young children in your care. Mary Leighton, one of the developers of the curriculum, and a renowned expert in early learning and brain development in infants and toddlers, will lead the presentation.

"It's common knowledge that parenting doesn't come with a handbook or an operator's manual," said Mary Leighton, principal author of **PlayBright**. "Yet raising a child is the most important – and difficult – job on Earth. PlayBright was developed to make it easy, fun and meaningful for parents to help their child develop. But in supporting **PlayBright**, consumers will help ensure its benefits extend beyond their own children to thousands of others across the state – and soon the country."

***Mary's presentation, titled "PlayBright Early Learning System" will be held on Monday, October 25, 2010 from 10:00-10:30 in Balcony B. located on the second level as you go up the escalators from the lobby area.***

***Mary will also be hosting a presentation titled "Crucial Conversations: Speaking the Language of Child Development" on Wednesday, October 27 from 10:30-NOON.***

**About Children's Home Society of Washington**

Founded in 1896, CHSW is Washington's largest statewide nonprofit children's organization, serving over 39,000 children and their families through early learning, adoption, out-of-home care, family support, child and family counseling, and advocacy programs. CHSW's mission is to develop healthy children, create strong families, build engaged communities, and speak and advocate for children. To learn more, visit [www.childrenshomesociety.org](http://www.childrenshomesociety.org).

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