



Press Release

For release on May 28, 2009

Contact:

Rachel Tynan, Scoville PR for PlayBright
206-625-0075 x2, rachel.tynan@scovillepr.com

Children's Home Society of Washington Launches PlayBright® Early Learning System

*First integrated system designed to give parents roadmap for
early learning success with child*

SEATTLE – May 10, 2009 – Parents now have a new way to maximize the brain development of their children ages birth to five thanks to the launch of an innovative new product – the [PlayBright Early Learning System \(PlayBright\)](#). PlayBright makes early learning fun for parents and effective for children by breaking down the latest brain development research and applying it to easy-to-use activities displayed in colorful, engaging guidebooks. The system was developed by practitioners at [Children's Home Society of Washington \(CHSW\)](#) with decades of experience in early learning and brain development, is based on early learning assessments and maps to federal and state benchmarks.

"As parents, we want to do the best job we can to support the development of our children," said Sharon Osborne, President/CEO of Children's Home Society. "One of the best ways to help a child develop is through play, but it can be challenging as a parent to know how. PlayBright is really the first guidebook we've seen that shows parents exactly how to play with a child, from selecting the right toys and books, to creating games and other ways to share time together."

Research has shown that the first five years of a child's life are the most important in brain development, and that the best way young children learn is through play. When kids play, they develop new intellectual, motor, and social skills; learn language and problem-solving skills; explore how the world works; and form strong bonds to their favorite playmates: family and caregivers. In short, everyday play experiences with a child create a powerful foundation for healthy growth and future success.

The early learning experts at [CHSW](#) reviewed [hundreds of early brain and child development research findings](#) and [parent education studies](#) to serve as the framework to create PlayBright. Program developers also painstakingly combed numerous early

learning assessments and multiple state and national benchmarks, and consolidated them into a comprehensive set of early development benchmarks in key learning areas.

“PlayBright brings the latest research on young children's brain development directly to parents and early childhood educators,” said Colleen Huebner, Ph.D., M.P.H., director of the Maternal and Child Health Program and associate professor in the Department of Health Services at the University of Washington. “As a developmental scientist, I am impressed by how well PlayBright has used key developmental milestones to create innovative activities for children and adults that will help children learn and thrive. PlayBright makes early learning fun. It is a creative and engaging way to build all aspects of a child's development from birth to age five.”

The PlayBright Early Learning System is comprised of two components – the Keys to Learning and Guidebooks (one for each year ages birth to five). Together, the system provides a single repository of information parents need to stimulate early learning in their children.

Each colorfully-illustrated **guidebook** focuses on a single year from birth to five and includes:

- Simple explanations of a child's emotional, physical, social, language, and cognitive development.
- Brain and early learning research foundations for activities.
- Fun activities, songs, and games that boost learning.
- Developmental milestones and a checklist to chart a child's progress.
- Strategies to support a child's learning and school readiness.
- [Recommendations for educational toys](#) that encourage learning and interaction.

The 5 **Keys to Learning** are the foundation of every [PlayBright guidebook](#) and [training](#). These [research-based strategies](#) help parents make important connections with children and offer simple, effective ways to put complex early brain and child development research into playful practice. The [PlayBright Keys to Learning book](#), gives detailed, easy-to-understand research information about each developmental key (listed below), plus a list of resources for further learning.

- Key 1: Relationships are necessary for a child to learn.
- Key 2: A child's brain is amazing and growing quickly.
- Key 3: Each child is unique.
- Key 4: Play is how a child learns best.

- Key 5: A child learns as a whole child.

As a social enterprise of Children's Home Society, all proceeds from the sales of the PlayBright Early Learning System are returned back to CHSW to further the agency's work with tens of thousands of families in the state of Washington.

"It's common knowledge that parenting doesn't come with a handbook or an operator's manual," said Mary Leighton, 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."

About PlayBright

The PlayBright Early Learning System is a new educational program that combines recent early brain and child development research and benchmarks with brain-boosting activities and games. A social venture created by the Children's Home Society of Washington, Playbright uses an innovative approach to build healthy development, early learning skills, and a strong foundation for success in young children. More information can be found at <http://www.playbright.org/>.

About Children's Home Society of Washington

Founded in 1896, Children's Home Society of Washington (CHSW) is dedicated to fulfilling the promise of every child. CHSW is Washington's largest statewide nonprofit children's organization, serving over 40,000 children and their families in over 20 different locations. For more information about Children's Home Society of Washington visit: www.childrenshomesociety.org

#