

The LEGO Foundation



INTERNATIONAL
DAY OF PLAY

Partner Playbox

On June 11, 2024, we will celebrate the first UN International Day of Play (IDOP). It is a lighthouse moment to bring all of us together to raise awareness on the value of play for the holistic development of children, so that every child enjoys their right to play.

June is also celebrated as Parenting Month. It is a month-long UNICEF-led initiative highlighting global support for parents and caregivers in their vital role of nurturing children.





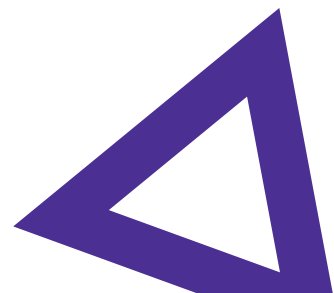
A global challenge

Not every child has a safe space and the time to play. Similarly, parents and caregivers may not be in situations where they can support children to play.

But it's not just a lack of space and time for play. It is also the dismissive attitude towards play. A global study by the LEGO Group reveals that

78% of children believe that adults don't think play is important.

All of this needs to change. Children, and their parents or caregivers, need our support so that they can have the best chance to develop and thrive.



Our response

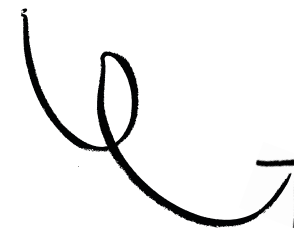
By celebrating the UN International Day of Play, we are helping children and young people call the attention of our leaders and decision makers to ensure that every child's right to play is protected and promoted.

The International Day of Play is also a reminder to all of us about the Power of Play to spark joy, foster creativity, and develop new skills. These are just a few of the benefits of play that we have all experienced at different points in our lives.

So, let's continue to play and foster the love of playing for all!

Visit internationaldayofplay.org to learn more about how you can help amplify the voices of children and young people.

Click or scan here



Let's Play

About the Activity

What

The aim of the activity is to remind all participants about how play has benefited them and why play is important for children's growth and development.

Who

This is an activity you can do in small or big groups in the office, among friends, or even at home.

Why

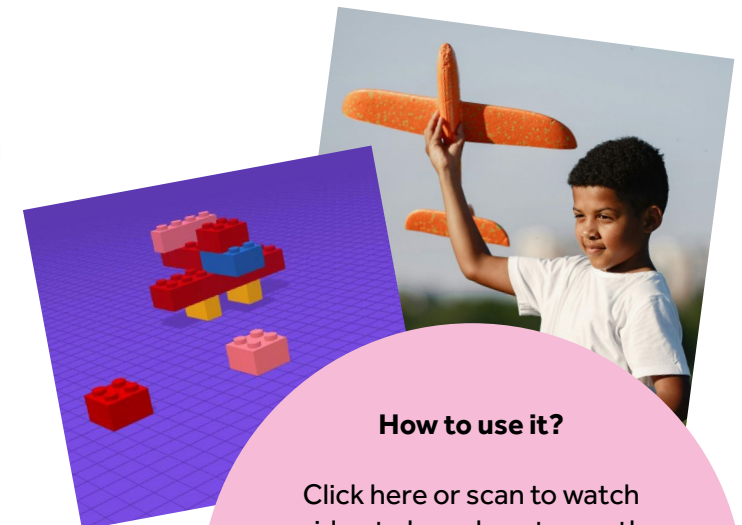
When we tell a story about our favorite game, we not only exercise our memory muscle, we're also building worlds and taking our audiences along a journey of imagination, fun, and reminiscing. Your personal story might spark a memory in your listeners. Quickly, you'll find something in common and also something different about one another. More importantly, you will all come to a common appreciation of the power of play in your lives, and the possibilities and benefits play has for children.

What Next

Share the stories from your playful activity with others. You can also post your stories and images online. We'd also love to hear back from you on how it went. You can tag us @thelegofoundation online or send us an email at info@legofoundation.com. We might just feature you on our social media channels.

What is the LEGO Foundation Digital Reflection Tool?

It's a new free tool for facilitating learning activities using play and creativity. We've designed it for use by partners, teachers, and parents/caregivers. It's still being developed and may have limited accessibility and functionality for now, but we are going to improve on that.



How to use it?

Click here or scan to watch a video to learn how to use the Digital Reflection Tool and try the special game created for the International Day of Play.



Activity Guide

1 GROUP

If you're a big group, form smaller groups of 3-4 people.

2 ASK

Ask each participant to tell a story about their favorite childhood game. If the participant is a child, ask them what their favorite game is.

You can also use the following questions as a guide:

What was your favorite childhood game?

How do you play the game?

Who did you play the game with?

What were your best memories from playing the game?

What did you learn from playing the game?

3 SHARE

Choose a way for each participant to share their story. Here are some suggestions:

✕ Tell it

Have each participant tell their story to the group.

✕ Draw it

Another way of getting participants to share is to ask them to draw a picture of the game or use materials to build something that represents the game.

✕ Build it

We have an online Digital Reflection Tool that you can use to facilitate this building process.

[Click here or scan to get the Digital Reflection tool](#)



4 REFLECT

After each participant tells their story, the group members can then share their thoughts and reflections.

5 PLAY

If you have the time and space, a group can even play some of the games.

Social Media Guide

We have made this small guide to make sharing on social media easy. Here you will find the appropriate hashtags, account tags, and images for a social media post, as well as sample copy. Feel free to translate our suggested copy to your local language and adapt to reflect your involvement and contribution to the campaign.

Get the assets

Click here to find a folder with the SoMe assets and logos included.

Campaign hashtags:

#InternationalDayofPlay

Account tags:

Social handles included below:

LinkedIn: [@The LEGO Foundation](#)

X: [@LEGOfoundation](#)

Facebook: [@TheLEGOFoundation](#)

Instagram: [@Thelegofoundation](#)

Platforms:

LinkedIn, X, Facebook & Instagram

Asset overview:

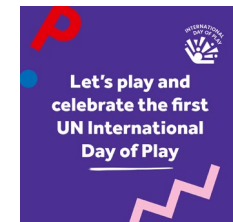
SUGGESTED COPY FOR MAIN ASSET:

We are celebrating the first UN International Day of Play together with @The LEGO Foundation. It's an opportunity for all of us to promote the value that play brings and protect every child's right to play and learn.

How are you marking this special day?

Learn more here: <https://www.internationaldayofplay.org>

MAIN ASSET:



ALTERNATIVE ASSET:



Want to know more?

Whether you'd like to know more about the research behind the benefits of learning through play or just want more playful activity suggestions, we have a ton of resources to share with you. Click on the links below to find out more:

- [The LEGO Foundation Play List](#)
- [The LEGO Foundation Digital Reflection Tool](#)
- [IDOP Toolkit for Schools/Children](#)
- [UNICEF Parenting Hub](#)
- [UNICEF Parenting Playbox](#)
- [Indoor games that support your child's development](#)
- [Playful Learning and Joyful Parenting](#)



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