



TOY INDUSTRY FOUNDATION AWARDS \$125,000 GRANT TO THE CHILDREN'S HEALTH FUND

(November 2005) - The **Toy Industry Foundation** (TIF) has announced the renewal of its partnership with **The Children's Health Fund** with a \$125,000 grant. The grant supports *The Power of Play*[™] initiative, a partnership between The Children's Health Fund and the Toy Industry Foundation (TIF). This program brings joy into the lives of homeless and at-risk children by teaching parents how to foster healthy physical and cognitive development through play.

Since 2002, the Power of Play Initiative has reached out to more than 30,000 homeless and at-risk children in **New York, NY; Los Angeles, CA; and Dallas, TX**. The initiative explores creative play as a vehicle to stimulate development, and teaches parents how to incorporate play into their daily activities. During medical appointments and regularly scheduled parenting classes, doctors and/or nurse practitioners provide guidance to parents about what to expect regarding their children's physical and cognitive development, and offer *The Power of Play* brochures created specifically by CHF and TIF for this purpose. At this time they are also given advice about interactive methods of fostering healthy developmental growth, including appropriate toys and play.

"The Toy Industry Foundation is an extremely important partner for CHF," said Karen Redlener, CHF's Executive Director. "By renewing this grant they have enabled us to continue collaborating through The Power of Play Initiative, teaching parents and their children valuable life lessons, helping to foster positive relationships and healthy attachments."

"We are delighted to join with The Children's Health Fund, to engage homeless and poor children through play. Given the extraordinary circumstances under which these children live, it is easy for their developmental growth to fall by the wayside. We are proud to be working to proactively address some of the challenges these children face on a daily basis," said Terri Bartlett, Executive Director of the Toy Industry Foundation.

Programs differ slightly in each city to best target the populations that they serve. For example, in **Los Angeles** child development information and referrals are provided to parents whose children are developmentally delayed or at-risk. In **Dallas**, nutrition, play and physical activity counseling sessions are conducted by dietitians for at-risk children and their parents within the clinical setting. This program also offers parenting classes for homeless and other at-risk families. In New York City, where many children are not reading at grade level, our NY programs offer tips on developmentally appropriate play, and distribute free books after every visit.

The Children's Health Fund works nationally to provide medical care to the most medically underserved population – homeless and disadvantaged children. To date, The Children's Health Fund's national network of 17 pediatric programs has treated more than 350,000 children. More information can be found at The Children's Health Fund's website at www.childrenshealthfund.org.

In 2000, the **Toy Industry Foundation**, the philanthropic arm of the Toy Industry Association, refocused its philanthropic efforts, recognizing its unique position to galvanize and leverage industry resources to make a difference in the lives of children in need. After further review, the TIF Board committed to support children who are homeless throughout America. By contributing its funds to programs such as The Power of Play and The Toy Bank, the industry is working to achieve its mission to bring joy, happiness and comfort to children through the experience of toys and play. For more information about the TIF, visit www.toyindustryfoundation.org.

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