

2015 PAL Award

THE PAL AWARD (PLAY ADVANCES LANGUAGE) is the *only* toy industry recognition program, led by a credentialed speech and language expert, that calls out the language learning edge in exceptional toys, games and books. Through their design, quality, content and character, **PAL** winners can engender play that advances language. **PAL** selections, based on Sherry Artemenko's 35 years of child development experience and over 15,000 hours working with kids, are complemented by her unique reviews explaining how parents can best use **PAL** winning products.



Industry praise for the PAL Award

"Your experience with kids and expertise makes this award especially unique and important for us. Children and their learning are at the center of what we do -- we are most proud to have an expert like you approving the educational value in our products"

Azi Jamalian, Ph.D. Early Childhood Development, Founder and Chief Learning Officer, Tiggly,

"Sherry, you really get what we're trying to do. It's not just about selling games, but a lasting positive impression that helps children, parents and families have surprisingly fun and engaging play experiences."

Jacobe Chrisman CEO and Principal Wonder Forge

Sherry promotes, champions and sells PAL Award winners throughout the year

- Tapped as an expert in Parents Magazine, the San Francisco Chronicle, Chicago Tribune and parenting.com
- Featured regularly on NBC CT and News 12 CT TV recommending "Smart Toys" and her "Top 10 PAL Picks"
- Promotes **PAL** winners in reviews citing their fun and unique learning-edge features on www.playonwords.com
- Blogs for ASTRA, including the "Five Ways to Build Language with a Puzzle," touting recent **PAL** picks
- Named an ASHAsphere "Best Speech-Language Blog" (American Speech Language Hearing Association)
- Highlights **PAL** Winner's speech power on ASHA's blog; wrote "Apps That Play" for ASHA Leader Magazine
- Publishes regular "new winner" press releases, announcing and promoting the language edge of **PAL** awardees
- **PAL VIDEO REVIEWS** – Gives tips on how best to raise the level of language learning through great **PAL** products

"**We need to look deeper into what we feed our kids for play.** Learning succeeds with active inquiry and exploration, using toys as props to facilitate child-driven play. Tips like looking for faces on baby toys, figures in train sets or emergent literacy skills embedded in board games all contribute to better selection." **PAL** winner lists coupled with Sherry's counsel foster insight to discern products to advance language through creative play.

Early language proficiency correlates with later school performance - reading, writing and critical thinking skills - and influences emotional, cognitive and social growth. From their first words to little sentences and storytelling, children progress in their ability to express feelings, successfully connect in social situations, solve problems, make good decisions and navigate life. Consulting in the schools, Sherry recognizes the current demand for solid language skills necessary to achieve, especially in STEM curricula, where students are increasingly challenged to explain the "how" and "why" of concepts learned. Strong language supports being STEM ready, and ready for life.

PAL award submission process

- Download a submission form at www.playonwords.com . [PR DEADLINES 4/15 and 9/15]
- Eligible toys, games and books are those released after June 1 of the prior calendar year.
- Send one form and product sample with a submission payment totaling \$200/product to →
- **PAL's** selection process is unique. Sherry supplements testing with parents, kids and educators with expertise developed in 1000's of hours serving and consulting with them.
- Samples are not returned nor are all submitters awarded. Playonwords.com gives samples to toy tester families and charities serving needy moms and children. Product feedback is provided via separate service arrangements.
- Questions? Please Email sherry@playonwords.com or bob@playonwords.com THANKS!

PAL AWARD
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"Play On Words"