



2016 PAL Preview

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THE PAL AWARD (PLAY ADVANCES LANGUAGE) is the *only* toy industry recognition program led by a credentialed speech and language expert calling out the language learning edge in exceptional toys, games and books. Through their design, quality, content and character, **PAL** winners spark 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 winning products.

Industry praise for the PAL Award

"When I read Sherry's review of our new building toys it literally brought tears to my eyes. She showed me how our toys can have a powerful impact on language development by inspiring kids to become storytellers. Her award program is about so much more than a badge. It comes with insights from a credible expert in child development on what makes your toy special."

Laurie Peterson, Build & Imagine Founder and CEO, Rising Star Toy Inventor of the Year



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

- Tapped as an expert in Parents Magazine, San Francisco Chronicle, Chicago Tribune and parenting.com
- Featured regularly on NBC CT and News 12 CT TV recommending "Smart Toys" and "Top 10 PAL Picks"
- Promotes **PAL** winners in reviews citing their fun and unique learning-edge features on www.playonwords.com
- Named an ASHA sphere "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
- **PAL VIDEO REVIEWS** - Gives tips on how best to raise the level of language learning through great PAL products

"From thousands of hours working with kids to build their language through play, I instinctively identify the learning potential in toys and games. It is my passion to share that perspective with parents, educators, brands and retailers, to be more attuned and invested in smart play. Producing great play involves looking deeper into the toy. What is the importance of dollhouse play as kids experiment with roles, practice dialogue, experience others' points of view, negotiate plots, and generate stories? How can play with a train set be elevated by adding people, stations, houses or schools? Are we looking for board games that require critical thinking, problem solving, group collaboration, grammatical insight, or reading readiness? When we pick up the level of play through careful selection of toys, kids can strengthen essential learning skills while having loads of fun!"

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 \$225/product →
- **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!

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