

# 2020 PAL AWARD

**THE PAL AWARD** is the *only* Toy Industry recognition led by a credentialed speech and language expert, calling out the language learning edge in exceptional toys, games, books and media. Through their design, quality, content and character, **PAL** winners spark *Play that Advances Language*. Sherry Artemenko's selections based on 35 years of child development experience and over 15,000 hours working with kids, empower her unique reviews that explain how parents can best use her winning **PAL** recommendations.



## Importance of Play and PAL Award Differentiation

• *“Play is the most important part of childhood ... It’s how they develop emotionally, cognitively and in **LANGUAGE** — It’s important to understand how all of us, and especially parents, can encourage play.”*

*Dr. Benard Dreyer, NYU Langone Medical Center*

• *“Play is the highest form of research.”*

*Dr. Albert Einstein, Nobel Laureate*

## 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 on FOX and NBC TV News affiliates 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](http://www.playonwords.com)
- Named an ASHA sphere “Best Speech-Language Blog” (American Speech Language Hearing Association)
- Teaming with Northwestern University Graduate Speech School’s faculty to teach play-based therapy
- **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 intuitively 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 committed to smart play. Producing great play involves looking deeper into the toy’s potential. What is the importance of dollhouse play as kids experiment with roles, practice dialogue, experience other 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, emotional intelligence (EI), 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, connect relationally, solve problems, make 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 mastered. Building strong language is the foundation for STEM readiness, and our thriving day-to-day.

## PAL Award Submission Process and Free Lifetime Media Usage

- Download a submission form at [www.playonwords.com](http://www.playonwords.com) [PR DEADLINES 4/1 and 9/1]
- Eligible toys/games/books/media are those released after 6/1 of the prior calendar year
- Send one form and product sample with each submission payment of \$395 per product →
- The **PAL** selection process reflects Sherry’s 1000’s of hours serving and playing with kids
- Winners get free lifetime use of the PAL seal for shows, websites, print and social media
- Samples are not returned nor does every submission win. Playonwords.com gives samples to toy tester families, and charities serving the underprivileged. Playonwords remains the exclusive supplier of authorized PAL stickers.
- Questions? Please contact: [sherry@playonwords.com](mailto:sherry@playonwords.com) or [bob@playonwords.com](mailto:bob@playonwords.com) (203-526-9990)

**PAL AWARD**  
→ 10/1 thru 5/31  
**NORTH CAROLINA**  
→ 6/1 thru 9/30  
**WISCONSIN**

**OCTOBER 1 to MAY 31 → 1008 Striking Island Drive + Wilmington NORTH CAROLINA + 28403-4381**  
**JUNE 1 to SEPTEMBER 30 → 909 Grassy Lane + PO Box 554 + Elkhart Lake WISCONSIN + 53020-1832**