



Make Time 2 Play for Media Partners



Make Time 2 Play (MT2P) is a campaign by the British Toy and Hobby Association, dedicated to promoting the essential role that play has in a child's healthy development.

We aim to inspire parents, carers, and teachers to prioritise playtime, while also highlighting how toys are more than just fun – they play an important role in supporting learning. Toys are the tools of play that nurture creativity, problem-solving, essential social skills and much more.

Through our website, social media, and FREE app, we offer over **450 creative play ideas** to help incorporate more play into children's busy lives.

Our app

Our app tailors play suggestions based on the child's age, location, number of children playing, time available, and specific developmental goals. With over **190,000 downloads**, it is a trusted resource for families everywhere.

over
450
creative
play ideas



 @maketimetoplay
 Make Time To Play

The benefits of play

At Make Time 2 Play, we are passionate about educating parents, carers, and teachers about the lifelong benefits of play. Extensive research shows that regular play develops vital life skills. We have split these benefits into six main categories:

✔ **Physical**

✔ **Inquisitive**

✔ **Emotional**

✔ **Behavioural**

✔ **Social**

✔ **Creative**

How your company can get involved

With the generous support of TV and digital platforms, Make Time 2 Play (MT2P) is able to share the message of play's importance with thousands of families. Every period of advertising drives new app downloads and increased website visits, helping us spread the word even further.

If you would like to be part of this positive impact, we would love to chat! By collaborating with MT2P, you will help amplify the message that play is essential for children's development.

Additionally, MT2P offers sponsorship idents for media partners who want to champion this cause through program sponsorship. Let us work together to inspire more play and help children develop the skills they need for a brighter future.

Ready to make a difference?

Reach out to us today and become part of Make Time 2 Play!

www.maketime2play.co.uk

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