



Make Time 2 Play

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 your 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



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App Store

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Google Play

 @maketimetoplay

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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

✔ Behavioural

✔ Inquisitive

✔ Social

✔ Emotional

✔ Creative



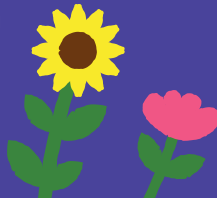
How your company can get involved

Become a BTHA Member

Join the association if you are not already a member.

Promote Your Toys

Use MT2P to demonstrate the developmental benefits of your toys by sharing our developmental benefit icons on your products and platforms.



Social Media Partnerships

Host Instagram or Facebook takeovers to share play tips with your audience, sponsor prizes for competitions, or repost our play ideas to your followers.

Contribute to Our App

Submit your play ideas to be featured in our app, and receive credit for inspiring children's playtime.

Link to Us

Share the Make Time 2 Play campaign on your website or social media profiles to spread the word.

Ready to make a difference?

We would love to collaborate with you! Let us work together to inspire more play and help children develop the skills they need for a brighter future.

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



www.maketime2play.co.uk

getinvolved@maketime2play.co.uk