

CHILDREN DEVELOP SOCIAL SKILLS WITH TOYS AND FRIENDS – NOT COMPUTER SCREENS

The Tree Blocks tree house and branch family dolls challenge children to learn through hands-on interaction.

www.treeblocks.com. <http://toyfair.vporoom.com/Treeblocks>

**New York Toy Fair, Booth 6744, Feb 2018: Media Contact at booth - Lander Oppen 818 689 4068
Come to our Doll's Tea Party and receive a free gift – more information below!**

More and more children today are interacting with software on a computer or SmartPhone screen, rather than socializing with other children. Research shows, and parents and teachers know, that engaging with other children during play is essential to the development of self-awareness, social skills, and the ability to handle conflict, share and forgive - critical traits in happy, content and community-oriented adults.

In her book, *Dr Toy's Smart Play / Smart Toys*, Dr Auerbach explains that during pre-school years "Children begin to enjoy co-operative play in small groups ... Dolls are important, sharing experiences and having personalities ... Boys and girls both need the experiences of doll play, which helps them act out their feelings and solidify their sense of identity."

The Tree Blocks tree house is designed to foster interactive play by engaging several children to sit around it and play together at one time. The accessories - furniture and dolls - provide additional avenues to fuel children's vivid imaginations, encourage role play and enhance social and cognitive growth.

Media personnel, exhibitors and attendees of the New York Toy Fair are invited to a Doll's Tea Party, taking place at the Tree Blocks Booth 6744, between 11am and Noon on Saturday February 17th, Sunday February 18th and Monday February 19th. Tree Blocks is giving away a set of Branch Family or Fairy Family dolls to everyone who attends.

Tree Blocks® is one of the first companies in the US to offer toys and games made almost entirely from reclaimed, recycled and sustainably harvested wood. Our ethical commitment to the environment, and the community where production is housed has been central to the company's philosophy since its inception in 1995. We are dedicated to making compelling and wholesome toys for children.

