

2011 playonwords.com PAL Award



THE PLAYONWORDS.COM “PAL” AWARD (PLAY ADVANCES LANGUAGE) established by respected speech and language expert, Sherry Artemenko, recognizes exceptional toys, games and books that, through their design, content, quality, and character, engender play that advances language. PAL Award Winners, in the hands of kids, spark fun, creative play with lots of talk. Winners, chosen on the basis of 30+ years of practical child development experience, receive unique coaching in reviews demonstrating how parents can best use the toy, game or book to build language.

“I think it is great that you are providing this award. It fills a much needed gap.”

Rory O'Connor, The Creativity Hub Ltd. Creators of Rory's Story Cubes, nominated for Toy of the Year 2011

“Sherry is an important guru in the world of kids’ products. Her insights across a wide spectrum of child development issues run sharp and deep. In addition to her impressive media presence, she has a speech and language pathology background.”

Andy Forrest, Principal at Forrest-Pruzan Creative

“I’M CONSTANTLY WALKING INTO WELL-STOCKED PLAYROOMS DEVOID OF LANGUAGE TOYS. Parents want to know what toys and books draw language out of a child and specific research based tips on how to best use that toy,” explains Artemenko. “A train set without a conductor or passenger misses the opportunity for dialogue.” In addition to best speech science practices and creative play strategies, Artemenko identifies for parents the toys, games and books with superior “chat factor” for meaningful play.

ARTEMENKO’S DAILY ON-THE-FLOOR PLAY WITH KIDS PLUS 30+ YEARS OF EXPERIENCE in the schools and private practice empowers her popular blog, playonwords.com, a trusted resource for parents, teachers, and toy manufacturers. She’s a frequently quoted expert in various news outlets including the Chicago Tribune, Time to Play, and News12 Connecticut and has been a contributor to Parents’ Choice Foundation.

PAL AWARDS WILL BE ANNOUNCED THROUGHOUT THE YEAR on playonwords.com’s website, featuring unique reviews detailing helpful language strategies. Winning toys, games and books will distinguish themselves in a number of language development areas, for example: **opportunities** for kids to describe multi-sensory experiences, **scenarios** for open-ended play generating rich interaction and dialogue, and **inspiration** for creative story-telling and sharing.

EARLY LANGUAGE PROFICIENCY CORRELATES WITH LATER PERFORMANCE IN SCHOOLS — reading, writing, and critical thinking skills—and influences emotional, cognitive and social growth. From a baby’s first coo, a toddler’s words, a preschooler’s little sentences to storytelling, children progress in their ability to express feelings, successfully connect in social situations, solve problems, make good decisions and navigate life.

The 2011 PAL Submission Process

- Download a submission form at www.playonwords.com . There is no submission fee.
- Eligible toys, games and books are those released on or later than June, 2010.
- Send one submission form per product along with **one** sample of your new product to: PAL Award, Sherry Artemenko, 888 Flintlock Road Southport, CT 06890
- PAL’s selection process is unique in that Sherry heads the toy testing teams of parents, educators and kids, based on her expertise working, consulting and directly playing with kids and families.
- Samples are not returned and not all that submissions receive awards. Playonwords.com gives samples to toy tester families and charities serving mothers and children in need. Product feedback is not provided to submitting firms.
- Questions? Email sherry@playonwords.com