



# Empowered by Play, Inc.

*Helping families and teachers protect and promote imaginative play in our way-too-busy, consumer-driven, media-filled world.*

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**December, 2010**

## ***Joyful Greetings from Empowered by Play!***

**First off, Empowered by Play** is wishing you many playful moments during this busy month of December! As a working mom I know first hand how hard it can be to find relaxing moments among the hub-bub of daily life. And so, here's to small moments that make lasting memories - sharing a story with a little one cuddled in your lap; a family gathered for a rocking game of Uno; friends coming over for a game of charades or some off-key karaoke. Whatever it is that recharges your batteries and brings a smile to your face...we wish that for you!

**We also wish to thank you** for all you have done to help Empowered by Play continue to grow. Thanks to help from our lawyer Tiombe Carter, we are now a recognized New York State non-profit! The federal 501(c)3 non-profit process is taking time, but will get there for sure. Thanks also to our Board of Directors who have helped in their unique ways: developing projects, giving technical support, spreading the Empowered by Play name, offering advice and general cheerleading: Stephen J. Bywater, Avi Silber, Deborah Meier and Kathy Clunis.



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**This year**, we reached more parents and teachers through presenting at new venues such as the [Early Years Institute's "Play and Learning in the Age of Hyper-Media"](#), as well CCFC's Consuming Kids Summit , and more. Empowered by Play also lent some helping hands to support the first annual Ultimate Block Party in Central Park. Of course, on-site workshops at schools and daycare centers are another big part of the work. Parents and teachers are always thankful for the information, ideas and energy we share. Social media - [Twitter](#), [Facebook](#) and the [Empowered by Play blog](#) have a growing following as well. They have proven to be helpful in getting the word out. Thanks to those who help spread Empowered by Play's message through social media! We also joined others advocating for play through letter-writing campaigns to Michelle Obama's Let's Move Campaign (**recess was added!**) and the committee drafting Race to the Top's Common Core Standards. (One line was added about play, **"the use of play with young children is not specified by the Standards, but it is welcome as a valuable activity in its own right..."** [You can read that on page 6 of the ELA standards document here.](#))

**Next year** promises to bring new adventures: workshops offered directly to children (we'll let you know more as this avenue develops); possibilities for grant-funded parent workshops (keep your fingers crossed!); and an essay by GERALYN included in Rethinking Schools new book, *Rethinking Media*.

**Finally, we ask that you please consider making a donation** to Empowered by Play. We are in need of a few tools (such as a portable LCD projector and a few more sets of blocks) to help us bring presentations and workshops to the broadest range of audiences possible. If we can raise \$1200 it would make a big impact on our program. An anonymous donor has already gotten us off to a great start with a \$100 donation and your donation will help.

**You can also show your support by:** forwarding this email to friends who would be interested, suggesting to your school or library that they host an Empowered by Play workshop, following Empowered by Play on [Twitter](#) and [Facebook](#).

**Thank you so very much! And best wishes for a playful new year!**

*Geralyn Bywater McLaughlin, Founder and Director of Empowered by Play, Inc.*

Please make checks payable to **Empowered by Play** and mail to P.O. Box 10062, Newburgh, NY 12552 or donate here with [PayPal](#).

