



FOR IMMEDIATE RELEASE

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PRIORITIZING PLAY - MORE IMPORTANT THAN YOU THINK

Lethbridge Plays promotes 'Play Every Day' in new exhibit at the Nature Centre

Most people understand play as an important part of childhood, but research is showing that prioritizing play can improve every aspect of health and wellness in all stages of life. A new exhibit at the Helen Schuler Nature Centre explores the world of play, and its benefits, through fun and interactive play stations. Lethbridge Plays partnered with the Helen Schuler Nature Centre to co-develop the exhibit, which will be featured in the Centre's main gallery until March 2024.

"We are excited to share this highly interactive and playful exhibit as a way of promoting the importance of play," says Vicki Hazelwood, Coordinator and Research Associate of Building Brains Together, and Co-chair of Lethbridge Plays. "Lethbridge Plays is very excited to have this resource to share with families."

Co-developing the exhibit provided a unique way to collaborate and share the wisdom and expertise of the many organizations that make up Lethbridge Plays. The group was formalized after the official adoption of the Lethbridge Play Charter by City Council in 2018. Member organizations span sport and recreation sectors to family social services. The Nature of Play is the latest resource that has been developed by the collective.

"Lethbridge Plays is a great resource supporting our community, whether you are a parent or a professional," says Coreen Putman, Manager at Helen Schuler Nature Centre, and Lethbridge Plays Co-chair. "Everyone can benefit from leveraging the power of play in their work and life. It's in our nature, and this exhibit helps to show us how."

The various displays explore different types of play, from physical play to pretend play. It also looks at some of the benefits of each. The exhibit is organized into play stations and visitors may find new ideas for how to incorporate play into their daily lives. Visitors are encouraged to visit more than once, as different sections of the exhibit will change over the 6 months it is scheduled to run.

Visit LethbridgePlays.ca to learn more about the science behind play and how to get involved. The site also features a Blog with articles explaining the growing body of research demonstrating the importance of play.



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Lethbridge Plays is a group of local stakeholders brought together by the unifying belief in the importance of play, and the benefits play can have on our society. The City Council of Lethbridge unanimously adopted the Lethbridge Play Charter in the fall of 2018. Today, organizations, local businesses, parents, and community members are working together to make play a priority in Lethbridge. www.lethbridgeplays.ca