

## WORLD PLAY DAY MESSAGE 2012

I hope May 28<sup>th</sup> this year will be another valuable day in the history of play in our lives. Last year's message invoked numerous responses two of which really stick in my mind. This very simple but forceful one, "On WPD we PLAY". The other more philosophical suggesting "A time to Celebrate the Value of Play" I think the two complement each other. So, PLEASE DO PLAY!! However, for those who wish to discuss, think, argue, pronounce or in other ways "celebrate" I suggest the following:-  
PLAY HAS:-

No goal, no winner and no loser, no beginning and no end.

Also it is non-threatening, anyone can do it with no training and there is no right or wrong way to do it

[Just in case you missed the 2010 WPD message, it was:-

PLAY IS – Natural, unforced, happy, spontaneous, flexible, fulfilling, absorbing, relaxed, unpredictable, unplanned, self-motivated, exploratory.]

I thank all of you who write in response to these messages and especially those who write to me personally. I am very grateful for your co-operation in sending this message to many friends and organisations. In Korea, where I live, PLAY is gradually getting more attention. I hope some of you will be able to come and see for yourselves in 2014 when Korea will host the 13<sup>th</sup> International Toy Library Conference with the title PLAY FOR LIFE.

However you choose to celebrate, your activities, ideas, suggestions and comments, contribute to the richness and value of PLAY in the WORLD.

Freda Kim

Founder of WPD

NB. World Play Day is an activity of the International Toy Library Association – see [www.itla-toylibraries.org](http://www.itla-toylibraries.org)