



# WORLD PLAYDAY MESSAGE 2015

The importance of PLAY in the lives of everyone cannot be emphasized enough. This year the International Toy Library Association celebrates its 25<sup>th</sup> anniversary and it is my hope that the World Play Day celebrations around the globe on 28<sup>th</sup> May will make an important contribution to this 25<sup>th</sup> anniversary. It gives me great pleasure to support the ITLA Board in their efforts to make this year's WPD an especially good one. I am also pleased to support the Association's continued and great efforts to have the WPD included in the UN calendar. Perhaps these efforts will be helped by the fact that the Board has chosen to use the same song by Pharrell Williams for their flash mobs as the UN chose for their Happiness Day on March 20 2015.

I would like to take the opportunity through this message to thank all those delegates who made the great effort to attend the 13<sup>th</sup> ITLA Conference in Seoul last year and contribute

to the wonderful heart warming experience that it was. Those of us in Korea who spent 3 years preparing for that conference were most gratified by the enthusiasm and knowledgeable input of all those who participated to make it such a wonderful five days. For me it was the culmination of my over 30 years of work for Toy Libraries in Korea and internationally. Now I really feel retired! And have put aside all other titles, assignments and mantles, choosing to be known only as the Founder of WPD. So for me this is a New Beginning!

The International Board also saw a new beginning at the 2014 conference. With the exception of the president all board members were newly elected. The new WPD coordinator is Debbie Williams (Australian) [debbiej.williams@gmail.com](mailto:debbiej.williams@gmail.com) OR [info.itla@gmail.com](mailto:info.itla@gmail.com)

This is the 7<sup>th</sup> WPD Message I have written and for those of you who are interested the 1<sup>st</sup> to 6<sup>th</sup> messages can be found on the ITLA website [www.itla-toylibraries.org](http://www.itla-toylibraries.org) (click on World Play Day on the home page and you will find the history of WPD, Reports and messages)

I have just read through the past messages to remind myself of what I said and to see if there are points that should still be emphasized. What I find is a clear statement that our priority is to “Celebrate and contribute to the richness and value of play in the world.” This has been underlined each year with these salutations:- Play, play, play, Please Play, Just Play, Happy Play May 28<sup>th</sup> and Just Play on World Play Day.

What I think we can learn from these findings is

1. We need to allow play to happen in the simple ways that we observe in children. A good friend of mine remarked when watching children play in their absorbing way, “If only adults could release the PLAY that is inside them” and
2. We need an event such as WPD to show the world what a good thing play is!

This brings to mind the paper boys of years ago who would stand on street corners and shout “READ ALL ABOUT IT!” Well, please do! Please go into the ITLA website ([www.itla-toylibraries.org](http://www.itla-toylibraries.org)) and learn more about PLAY.

You will have received information about this year’s WPD suggesting we go to public places with “flash mobs” using the music of Pharrell Williams’ Happy Song. Together with this a short rendition of the WPD Song with a placard of the WPD Logo can also emphasize the reason for the event (the score for the WPD Song is found by scrolling down in the website to the end of the WPD messages) The good thing about this Song is that you only need 3 words of English! WORLD \* PLAY \* DAY and for the rest you can use your own language. Also we would love a recording of your renderings to put on the website. (Japan produced a very lively rendering of the WPD Song for their Asia Conference in 2013 with digital keyboard, guitar and pop singer)

So, dance well, sing well and play well on May 28<sup>th</sup> 2015!!  
Freda Kim  
WPD Founder