

FAMILY

Turning Travel Time Into Learning Time With Kids

NewsUSA

(NU) - Sponsored News - With many parents making plans to get out of town this spring, it's the perfect time to introduce fun toys that can turn a road trip or visit to Grandma's house into a learning opportunity.

Whether you're playing peek-a-boo, singing nursery rhymes or reading a book to your little one, experts suggest that learning through play is imperative to a child's development.

"Engaging children in play at an early age is incredibly beneficial to their physical and mental development, but it's important that they're getting the right kinds of interaction," said Dr. Lise Eliot, early brain development expert and member of the expert panel at VTech, a world leader in interactive learning toys for all ages.

To help create the right toy for every age, VTech works closely with doctors such as Eliot, as well as its expert panel of early childhood education and development experts to ensure its toys help children meet important milestones. The result is an extensive range of more than 100 baby, infant and preschool learning products that cater to each child's unique age and stage.

"Learning begins at birth, and babies absorb much more than we realize from their moment-to-moment interactions with the world around them," said Dr. Eliot. "As parents strive to do what's best for their child, they can introduce activities that help him or her learn through play. Babies are strongly motivated to reach developmental milestones all by themselves, and toys in VTech's baby line can encourage them, make learning fun



Road trips can be a learning opportunity.

and grow with your little one over those important early years."

To help discern which toy is right for your child, VTech has taken the guesswork out of the decision with its easy-to-follow milestones guide. The recommendations include some toys that are great for travel, such as:

- For babies, VTech's Crinkle & Roar Lion features buttons, sounds and tactile fabrics for little hands to discover, and a baby-safe mirror to help introduce self-awareness. It can be attached to carriers, strollers and more, making it the perfect take-along toy.

- Infants will love the working Spin & Learn Color Flashlight, which introduces opposites, colors, letters and animals. They can spin the color-changing ring and explore buttons to hear fun melodies, nature sounds or play an interactive game.

- For long car rides, the Count and Learn Turtle encourages early math skills with toddlers and preschoolers, and lets them explore colors, shapes and instruments. Kids can also exercise their memory and hand-eye coordination skills with a fun repeating sequence game.

For more information, visit www.vtechkids.com/milestones.