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BETTER BEGINNINGS OFFERS SANTA-APPROVED TIPS FOR FINDING THE BEST TOYS



Better Beginnings offers families a guide to make shopping for the perfect toy easier this holiday season.

LITTLE ROCK, Ark. (November 16, 2022) – [Better Beginnings](#), a program of the Arkansas Department of Human Services Division of Child Care and Early Childhood Education focusing on giving children the best quality care, offers families a [guide](#) to use while shopping for toys that will best enhance the learning experiences of young children through play this holiday season.

“Children learn best through play, and toys can facilitate positive play experiences,” said Better Beginnings Program Administrator Kelli Hilburn. “The best toys are simple toys, which encourage children to exercise their imagination. A simple toy in a child’s hands can become any number of things, strengthening their cognitive abilities and development.”

Toys that are age-appropriate, easy to use, durable, and sharable allow children to sharpen their social skills. Entertaining and educational toys remain with a child as they grow and can be used in a variety of ways. Open-ended toys like books, dolls, and art supplies spark children’s

creativity and nurture their social development. Interactive toys like puzzles help children develop their problem-solving and decision-making skills.

Hilburn says families should also join in the fun because parents create a deep bond with their children when they play together.

"Something as simple as building a castle out of blocks together brings a child and their parent so much joy," Hilburn said. "Children learn that their families are fun and parents create memories they will cherish for many years."

For a complete list of recommended age-appropriate toys and more tips on choosing the right toy for your child, check out the "[Choose the Right Toys](#)" resource on the Better Beginnings website. This resource is available in [Spanish](#) in the [Biblioteca de Recursos en español](#).

For more information on the importance of play or to learn more about Better Beginnings, follow their social media channels on [Facebook](#), [Instagram](#), and [Twitter](#) or visit arbetterbeginnings.com.

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About Arkansas Better Beginnings:

[Better Beginnings](#) is Arkansas's tiered quality rating and improvement system for child care, early education and school-age programs that have gone above and beyond the state minimum requirements. Better Beginnings is administered by the [Arkansas Department of Human Services Division of Child Care and Early Childhood Education](#). Better Beginnings connects Arkansas families with the information and care that helps children experience a safe, happy and healthy childhood.