



Children's Foundation

kids rule our world

Play is an essential part of childhood, and as a learning tool it helps children make meaningful connections in the brain that build pathways to lifelong learning. At Mattel, we believe in the power of play and the crucial link between play and a child's learning and development. Through play, children develop social, emotional and physical skills while they pretend, imagine and dream. We also believe that every child deserves the opportunity to play, no matter their circumstances in life, and we are committed to transforming the lives of children around the world through the power of play.

Mattel has partnered with Save the Children since 2005, focusing on child development, classroom environment, teaching methodology and parents' knowledge and practice in using play, early literacy and math to promote school readiness. With Mattel's support, Save the Children is able to provide toys and books to children in a variety of programs in the US and around the world to encourage parents to read to and play with their young children.

Mattel has supported Save the Children's early childhood education programs in the US, making a difference for girls and boys in some of the poorest areas in the country. Mattel also provided emergency relief in communities following devastating natural disasters, providing generous product donations such as early learning toys and play kits, further enhancing the work we do for literacy and early childhood education.

Mattel has also supported Save the Children's work around the world, where we collaborated with Save the Children to build upon their "play" methodology as a vehicle for early learning. In Early Childhood Care Centers, we partnered to improve the quality of learning by embedding playful learning modules and empowering parents with knowledge and simple strategies to improve their young child's readiness for school.

Mattel is passionately committed to giving the world's children, especially those most vulnerable, what every child deserves – a healthy start in life, the opportunity to play and learn and be protected from harm.

