



Project Play

An initiative to inspire families and neighborhoods to play games that demand imagination and foster creativity.

it's about them: Parents tired of over-scheduling and yearning for simpler play for their children and children who have never played these nostalgic backyard games.

the product: A series of engaging, colorful children's books that feature classic backyard games with a diverse cast of characters from the never dull Edgebrook neighborhood.

our solution: A website and national public relations campaign introducing the new book series as both engaging stories and impetus' for changing the way kids think about their free time. Placement to date includes *Chicago Parent*, *South Florida Parenting*, *Midwest Book Review*, *BusinessWeek*, *Time Out Chicago*, *FamilyCorner.com*, *Connect for Kids*, *Staten Island Parent*, *Armchair Interviews*, and the *Newton Kansan*.



it's about them