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LEGO Donated for Children's Creative Development

Yangon, 27 May 2009: The visiting Danish Ambassador HE Michael Steinberg (second from right) is seen with the Country Director of Save the Children in Myanmar Andrew Kirkwood and UNICEF Representative Ramesh Shrestha looking at a large supply of LEGO. LEGOs are designed as safe materials for creative play for young children.

The LEGOs are donated through a Partnership for Creative Play between UNICEF Myanmar, the Danish Embassy in Bangkok and the LEGO Charity of the well known LEGO Company founded in 1932.

Different sets of toys suitable for children aged one and half year and above, 4 plus and between 7 and 12 children were received. They were supported for preschoolers and primary school children of Myanmar. Availability of creatively stimulating play materials is highly essential for cognitive development as well as development of children's motor skills.

The play materials will be distributed by UNICEF and Save the Children. UNICEF is planning to distribute 1,100 LEGO play boxes to the preschools and primary schools at the end of the training for preschool teachers and primary school teachers' respectively where the teachers will be trained on how to use LEGO for creative play.

Nearly 12,000 children of age 3 to 5 from 300 school based preschools/community based Early Childhood Development centers and 24,000 children of grade one from 800 schools from five cyclone affected Child Friendly School Townships will receive the LEGO boxes and will creatively explore and learn new skills through play. Whereas a total of 600 ECD preschool teachers and 800 primary school teachers will also be trained to be able to facilitate children's creative play using the LEGO.

Save the Children will distribute the LEGO to more than 320 ECCD (Early Child Care Development) centers in cyclone affected areas in the Ayeyarwaddy Delta, as well as selected ECCD program areas in Myanmar benefiting nearly 18,000 children age 3-5 and more than 1,200 caregivers.

Additionally, more than 14,000 children age 7-13 and nearly 900 teachers and adolescent assistants in our Non-formal Education programs will become direct beneficiaries of the LEGO, benefiting from the integration of creative learning materials, which stimulates their social, emotional, cognitive, physical and reflective learning systems.

Prior to the distribution, both care givers and non-formal teachers will receive training on how to utilize the multi-purpose teaching materials to ensure the teachers' and care givers understanding of the methodology on how to integrate the building toys into their learning environment.

The term 'LEGO' is an abbreviation of the two Danish words "leg godt" meaning "play well" – the purpose and vision of the LEGO Group is to inspire children to explore and challenge their own creative potential by offering a range of high quality and fun products centered around building systems.



For further information:

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