



International Day of Play

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11 June 2025 marks International Day of Play and the theme this year is:

“Choose Play – Every Day”

International Day of Play is a time to celebrate the power of play.

A time to raise awareness about how essential play is to every child’s development and well-being.

And a time to come together and make sure that every child is able to fulfil their right to play.



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We are the first generation
with the knowledge to
**ensure every child has
the right to play fulfilled.**

The 3 accelerators to play

1. Playful parenting

Universal access to evidence-based parenting programs from childhood to early adolescence.

2. Learning through play

Universal access to early childhood education.

3. Space to play

Safe and environmentally healthy play spaces for every child and early adolescent.

Our global call to action

We are calling on governments, businesses and other stakeholders to:

1. Scale up services, including parenting programmes, that promote play and attachment
2. Enable access to pre-school and learning through play for every 3-6 year old
3. Ensure every child has access to safe, inclusive, and well-maintained play areas.

International Day of Play online destination

- Learn more about the importance of play
- Get free, fun play activities
- Find out how to get involved and support every child's right to play

 www.InternationalDayofPlay.org



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Get involved

If you are interested in supporting International Day of Play, please consider:

- Helping to raise awareness by sharing **www.InternationalDayofPlay.org** with your internal and external audiences.
- Organizing a Play Day with your staff and their families.
- Supporting the creation or improvement of play spaces in your communities.

Please contact UNICEF's Global Corporate Team if you would like to explore partnership opportunities around play.



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 **corporate-partnerships@unicef.org**

Templates

Suggested copy for social media

Play is essential for children's growth, skills building and confidence. But too many are missing out.

This #InternationalDayofPlay, let's all choose play every day.

Together, we can raise our voices for every child's right to play and help ensure it is fulfilled.

www.internationaldayofplay.org

Templates

Suggested message to send to staff on 11 June

Dear parents, caregivers and colleagues,

Today is International Day of Play and [insert organization name] is celebrating!

It's a time to celebrate the power of play.

A time to raise awareness about how essential play is to every child's development and well-being.

And a time to come together and make sure that every child is able to fulfil their right to play.

[insert organization name] is committed to helping create a world where every child's right to play is respected, protected and fulfilled.

Please visit www.InternationalDayofPlay.org to learn more about the Day, get fun and free play activities for the family, and help us make sure that every child everywhere can fulfil their right to play.

Thank you!

[Signed]

Frequently asked questions

What is the International Day of Play?

International Day of Play is a time to celebrate the power of play. It's a time to raise awareness about how central play is to every child's development and well-being. And it's a time when we can come together to make sure that every child is able to fulfil their right to play.

When is the International Day of Play?

International Day of Play happens each year on 11 June.

What is the theme for the International Day of Play 2025?

The theme for this year's International Day of Play is "Choose Play – Every Day".

Why is play important?

Play isn't just fun, it's essential. Through play, children learn to forge connections with others, build a wide range of leadership skills, develop resilience, navigate relationships and social challenges, and conquer their fears. Play helps children to thrive in a rapidly changing world.

Frequently asked questions

Why do we need an International Day of Play?

Too many children are not able to enjoy and benefit from play. Research shows that play is being squeezed out of childhood. The International Day of Play creates a unifying moment to elevate the importance of play as central to children's learning and contributing to the well-being and positive mental health of parents, caregivers and children. A moment for us to celebrate play and to call on governments and other stakeholders to ensure that every child can enjoy their right to play.

How can I get involved?

You can take part wherever you are – whether it's trying out new play ideas with your children or helping raise awareness with your friends, families and networks about the power of play. Visit www.InternationalDayofPlay.org to find out more.

Can I use UNICEF's logo for International Day of Play? When communicating around International Day of Play, please use your own organization's logo and branding. The unauthorized use of the UNICEF name and logo is expressly forbidden.