



PLAYHOUSE DISNEY GIVES PRESCHOOLERS A GREENER START TO THE NEW YEAR

-Playhouse Disney and the Pre-school Learning Alliance join forces to trial an environmental nursery pack-

London, 7th January 2008: Playhouse Disney today announced it is joining forces with the Pre-school Learning Alliance on the biggest ever trial of educational materials to teach preschoolers about the environment through play. The trial will see 7,300 nurseries receive a free pack as part of Playhouse Disney's *Playing for the Planet* campaign launched earlier last year.

The move follows new independent research*, which found that 3 out of 4 parents (74%) believe the subject of the environment should be included on the preschool curriculum. Nurseries will be invited to share their comments on the materials and offer their own ideas to help hone the content and pave the way for a greener future.

Rob Gilby, Playhouse Disney Managing Director comments, "The environment is an issue close to many parents hearts and we've been delighted by the response to our *Playing for the Planet* campaign that helps parents teach their kids about the environment through playful learning at home. It's a natural next step to trial this content in other preschool environments and I'd like to thank the Pre-school Learning Alliance for their help in creating an outstanding resource for nurseries."

The Playhouse Disney *Playing for the Planet* campaign was first launched in May 2007 following research revealing that parents were crying out for ways to teach their preschoolers about the environment. The *Playing for the Planet* guide was compiled by a team of creative, environmental and child development experts. It contains a range of fun and educational activities designed specifically to help parents teach their preschoolers to be more environmentally aware.

The nursery pack combines key elements of the *Playing for the Planet* guide with expertise from the Pre-school Learning Alliance to create a useful resource for nurseries. The pack contains a range of fun and educational activity templates and games focused around three key areas – play and exploration, active learning and creativity. Each activity uses Playhouse Disney characters such as Tigger & Pooh to help educate and engage preschoolers with key environmental issues such as recycling and conservation.

Neil Leitch, Pre-school Learning Alliance Director of Communications adds: 'We are delighted to be involved with Playhouse Disney to launch such an innovative and unique programme of tailored support for practitioners. Caring for the planet from an early age ensures a better future for everyone. This pack encourages very young children to respect the planet as well as others and complements what a child first learns about the environment at home with their families.'

The *Playing for the Planet* pack is being issued to over 7,300 nurseries across the UK from the 14th January.

-Ends-

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Notes to Editors

*Gfk NOP surveyed 2000 adults via omnibus on the 4th to 6th and 11th to 13th May 2007

About Playhouse Disney:

Playhouse Disney is the home of fun, learning-based entertainment that engages the minds and imaginations of pre-schoolers with shows like *Disney's Little Einsteins*, *My Friends Tigger & Pooh*, *Higglytown Heroes* and *Mickey Mouse Clubhouse*.

About *Playing for the Planet*:

***"The environment is a concern for us all and what better way to start than with the little people"* – Peter Duncan, Chief Scout**

The *Playing for the Planet* guide launched in June and was front by Peter Duncan – Chief Scout, Eileen Hayes, parenting & child behaviour expert and the Woodland Trust. The guide was bought to life with a Family Day on Clapham Common in August – held in association with the Woodland Trust. For more information on *Playing For The Planet*, or to download the original parents and preschoolers guide, go to www.playhousedisney.co.uk

National research included

- 74% say they want their children to be taught about the environment as early as preschool
- 81% of parents believe that their children will grow up to be more environmentally aware than they were
- 67% of parents say that having a child has made them feel more concerned about the future of the planet
- 85% of parents believe that it falls to parents to teach their kids about the environment
- 63% of parents believe it is very important that their children do not drop litter anywhere
- 26% of parents believe that it is important that their children eat organically grown food
- 35% of parents believe that it is very important that their child do something regularly to help the environment

- 76% of parents believe that kids are never too young to start learning about the environment

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About the Preschool Learning Alliance:

- The Pre-school Learning Alliance is the largest voluntary sector provider of quality affordable childcare and education in England
- Through direct provision and its membership of 15,000 nurseries, sessional pre-schools and parent and toddler groups, the Alliance supports over 800,000 children and their families in England. The Alliance also develops and runs family learning programmes, offers information and advice, runs acclaimed training and accreditation programmes and campaigns to influence early years policy and practice
- For information about the Pre-school Learning Alliance, visit our website: www.pre-school.org.uk