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November 17, 2006

AblePlay: a toy rating system

Website Makes Holiday Shopping Less Stressful for Parents and Family Members of Children with Disabilities

Ableplay.org offers free, independent ratings and expert advice on toys for children with disabilities

CHICAGO, IL (November 15, 2006) – -The Holiday Season is upon us and soon toy stores will be inundated with parents and family members who are on a mission to find the perfect toy for their children or grandchildren.

Choosing the perfect toy can be a daunting experience. Parents and family members venturing up and down the crowded aisles of toy stores can easily become overwhelmed by the vast amount of choices with which they are presented. Trying to decide whether or not a specific toy is age appropriate or has the right amount of bells and whistles is enough to send some parents running out of the store.

Now imagine a parent or family member who is looking for the perfect toy for a child with a disability. Their toy-shopping experience becomes even more daunting as they are faced with another challenge to overcome—not only do they have to choose the right toys that will bring joy to their child, they also have to find toys that will accommodate their special needs.

There are thousands of choices but finding just the right toy to match the varying abilities of each child with special needs can be a challenge.

Enter Ableplay.org (<http://www.ableplay.org>), a toy rating system and Website that provides comprehensive information on toys for children with disabilities so parents, special educators, therapist and others can make the best choices for the children in their lives with disabilities.

Developed by the National Lekotek Center, the leading nonprofit authority on play for children with disabilities, AblePlay™ will provide parents, and the professionals who work with them, access to the most useful, product-specific information about the top play and learning products and toys for children with disabilities.

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Features of <http://www.ableplay.org> include:

---Search for AblePlay-Rated™ Toys & Play Products

<http://www.ableplay.org/search.asp>

--Where to Buy

<http://www.ableplay.org/buy.asp>

--Tips on Using Ableplay Rating Information

<http://www.ableplay.org/howtouse.asp>

--AblePlayers Club

<http://www.ableplay.org/apc.asp>

Expert AblePlay evaluators have degrees in special education, early childhood education or related therapeutic specialties. Every toy on the AblePlay website features a rating seal that provides an at-a-glance understanding of a toy's appropriateness for children with physical, sensory, communicative and/or cognitive disabilities.

Through the website, consumers can purchase toys online directly from manufacturers after reading the comprehensive AblePlay Product Reviews.

Posted by *Chris Coleman*