

Your  
**PLAY**  
**FIRST**



Play  
Guide



**10 TIPS**

Play is your  
superpower



# WHAT'S HOLDING US BACK?



Every day, adults and children alike are faced with a to-do list that feels endless. Unloading the dishwasher, doing the laundry, tackling homework, tending to pets, cleaning... the list is long for everyone. Kids, too, have their own responsibilities with homework, extracurriculars and even helping around the house, which can sometimes limit their playtime. And amidst these responsibilities, play often gets put on the back burner.



Imagine we flip the script now. Instead of always putting play after chores, we'll put it first. The dishes can wait a little longer. The laundry's not going anywhere. But the opportunity to be in touch with our kids and spend more time together? That's time we'll never get back.

We hope the following 10 Play Tip Activities inspire you to make the decision to **PLAY FIRST** and put play where it belongs - in first place.



# BE A PARENT WHO'S FUN TO PLAY WITH

Want to make playtime truly amazing for your child (and yourself)? We've partnered with a child psychologist to bring you these simple yet powerful tips. They're designed to transform your play sessions into fun, supportive and enriching experiences that foster connection and growth.

## TIP 1

### Embrace the Student Role

It can be tough to step back but try letting your child be the expert! Even if you know the game, ask them to explain the rules and how they like to play. Show genuine curiosity about their approach – you might learn something new!

## TIP 3

### Unplug and Connect

To truly connect with your child during playtime, create a distraction-free zone. Turn off the TV, silence your phone, and put it out of sight. This shows your child that they have your undivided attention and that your playtime is important.

## TIP 2

### Be a Parent Who's Fun to Play With

The key to being a fun playmate is to support your child's unique style. Here's how:

#### Observe and Listen

Pay close attention to their stories, descriptions and the way they interact with the game.

#### Resist the Urge to Control

Let them take the lead and make their own choices. Taking turns is great but let them have more control overall.

#### Join the Fun and Collaborate

Get involved in their world and work together to achieve a common goal. Show them how enjoyable and rewarding teamwork can be.



# SECRET BRICK CODES

30  
min

Turn your LEGO® bricks into a secret language and unlock a world of playful communication!

## STEP 1

### Craft Your Code

Gather your family and get ready to build! Instead of a whole alphabet, let's start with a few key letters. Pick 5-6 letters that are in everyone's names or favorite words (such as 'E', 'A', 'T', 'O', 'S'). Assign a unique LEGO® brick to each of those letters. A round brick for 'O', a flat tile for 'A' – get creative!

### PRO TIP

Use smaller pieces to make it easier to build your messages. And remember, if a letter is used a lot, have a few extra bricks ready!

## STEP 2

### Build Your Secret Messages

Time to try out your brick letters! Think of short, simple words you can spell using your LEGO alphabet. Leave blank spaces to show where the words end. Then, place the corresponding LEGO bricks on the baseplate to spell out your hidden words.

## STEP 3

### Decode and Delight!

Challenge your family to figure out your brick messages! Give them the LEGO letter key and watch them try to solve the puzzle. Can they read your brick-tastic words?

## STEP 4

### Remix and Repeat!

Once everyone has decoded a message, switch roles! Let someone else create a message, and you try to figure it out. For a new twist, swap out a brick for a different letter and see if you can still understand the message!

Collaboration  
Problem-Solving  
Creativity  
Communication

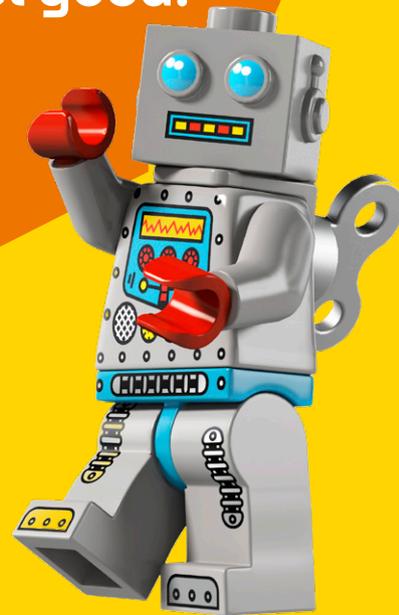
PLAY FIRST  
6+





The LEGO® Play Well Study shows that **9 in 10 children** agree that play is really important because it makes them feel good.

**DID  
YOU  
KNOW?**



# DUTIES CAN BE FUN

## STEP 1

### Build a LEGO® Book for a World of Stories!

Unleash your imagination and construct your very own LEGO® book! Start with a solid foundation of plates, then build up the covers, choosing your favorite colors. Use flat tiles to create a smooth, realistic surface. Don't forget to design a captivating title – perhaps a bold, brick-built word or a miniature scene on the cover!

## STEP 2

### Fill Your Book With LEGO Tales

No book is complete without a story! Turn it into a creative challenge for the whole family – who can design the most imaginative LEGO scene to fill the pages? How about a miniature pirate ship sailing the brick seas, a bustling LEGO city or a hidden treasure chest waiting to be discovered? You could even think of LEGO characters to populate your book and bring your story to life!

6+



Collaboration  
Communication  
Problem-Solving  
Patience

# PLAY TOGETHER, BUILD TOGETHER



## STEP 1

### Download the LEGO® Builder App!

Building with LEGO® bricks does not have to be a solitary activity. With the free LEGO Builder app, you can easily turn building into fun for the whole family.

## STEP 2

## STEP 3

### Build Together!

Do you have a new set you've never built before? Or an old one that's been sitting in the cupboard for a while? Use the app to break the instructions down into parts so all family members can get involved. Divide into teams, start working on your sections of the set and gradually put them together.

## STEP 4

### Appoint a Supervisor

Don't forget that each project needs a supervisor who uses the app to compare progress against a 3D model of the final build to ensure you don't miss any crucial details.

### Rejoice in Your Shared Success

When finished, celebrate the result together.

### New Tradition

Want to make building together a regular tradition? Create a 'family building night' where you choose a set to build together.



## DOWNLOAD

The LEGO Builder app [here](#)



**Collaboration**  
**Communication**  
**Problem-Solving**  
**Patience**

# DID YOU KNOW?



The LEGO® Play Well Study shows that most parents (64%) consider digital play to be important for their child's development, as it can help them improve social skills.

# MEMORY GAME



## STEP 1

### Choose Your Memory Game

Memory game is an all-time classic that everybody knows, so it's up to you to make it a little bit more exciting. You can use any you already have at home or log in to your LEGO® Insiders account and discover memory cards with cute LEGO builds.

## STEP 2

### Challenge Your Family Members

Spread the memory game on the table or on the floor. The whole family can get stuck into finding matching pairs of pictures and train the mind. It may sound simple, but it's a challenge!

## Here are some tips to spice up your play

### PRO TIP 1

How about trying to play in a set order? Instead of just collecting random pairs, players must find them in a specific sequence – first the red car, then the blue flower and so on. Make a list for reference.

### PRO TIP 2

Did you turn over the wrong card with a different picture than you had planned on during your first few turns? Turn it to your strategic advantage! On your second turn, you can turn over a completely different card and not give any advantage to your opponents. This tip turns the game into a clever memory challenge, where planning and strategy are just as important as luck.



### DOWNLOAD

and print memory cards [here](#)

*Available for LEGO® Insiders members*

 **insiders**

**Memory  
Strategy  
Storytelling  
Vocabulary**

# THREE CUPS AND A BRICK



## STEP 1

### Grab 3 Cups and a Brick

You'll need two things for this game – paper or plastic cups (if they're not see-through) and a simple LEGO® brick, object, minifigure or animal, for example. Arrange the cups on a table, show the brick to your teammates and hide it under one cup.

## STEP 2

### Rotate and Guess

One player moves and rotates the cups and can even change the position of the brick and hide it under other cups during the rotation. The other player keeps a close eye on which cup the brick is currently under. At the end of the rotation, they must reveal the correct cup with the brick.

## STEP 3

### Switch Places

Did you guess where the object was hiding? Great job! Now you and your teammate can switch roles and get the next wave of fun going!

## An Even Bigger Challenge

Let's make it even more challenging and take a second brick of a different color. Now we're not just guessing the position of the brick, but also its color. Is it the red or blue one hiding under the cup?



**Memory**  
**Observation**  
**Vocabulary**  
**Focus**



The LEGO® Play Well Study shows that **9 in 10 parents** agree that play is essential for children's overall wellbeing and development!

**DID  
YOU  
KNOW?**



# BE AN AGENT OF BUILDING

30  
min

## STEP 1

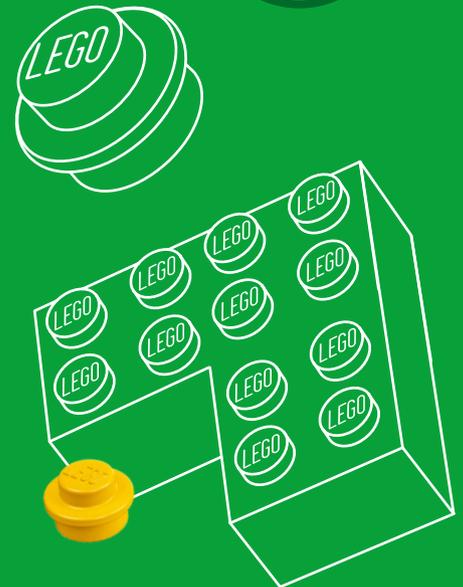
### Show and Build

Start with the **LEGO® Explorer** version, which is perfect even for younger kids. One parent builds a small and simple LEGO® creation with a few bricks in secret, shows it to the others for just a few moments, and then hides it again. The rest of the family tries to rebuild it from memory. After that, it's the kids' turn to lead – they create the secret build, and the grown-ups have to copy it. You can be sure that kids are going to love seeing their parents try (and sometimes fail) to remember every detail.

## STEP 2

### Build as a Team

The advanced version is called the **Future LEGO Master**. Here, the family splits into two teams. Each team creates a 10-brick model, after which each team sends a runner to peek at the other team's hidden build. The runner then races back to the base to describe what they saw to the builders. Since the builders never see the model themselves, they have to trust the runner's description and hope nothing gets lost in translation. Because the runner cannot touch the bricks!



## Family time in Every Brick

Whether you play for five minutes or an entire afternoon, this game is all about being together. There are no winners or losers, just lots of shared laughs and nice memories. It's the perfect reminder that the best thing you can build with LEGO bricks is a stronger relationship with your loved ones.

LEGO®  
Explorer

Future  
LEGO Master

4+ 7+



Memory  
Communication  
Teamwork  
Observation

# YOUR FAMILY'S FAVORITE GAME



## STEP 1

### Bring your family's favorite game

Remember, it doesn't matter if it's a classic game or a brand-new creation – the most important thing is that you're all playing together. Let's add some LEGO® brick fun to your family favorites!

## STEP 2

### Choose and play your way

#### LEGO® Treasure Hunt

Hide LEGO bricks (or minifigures) around the house and create clues that lead to them. The clues can be riddles or drawings that reveal the next hiding spot.

#### LEGO "I Went Camping..." Story Game

Start a story with: "I went camping and took a yellow LEGO brick with me..." The next person adds to the story, including another LEGO brick or minifigure: "I went camping and took a yellow LEGO brick and a LEGO astronaut with me..." Continue adding to the story, incorporating more LEGO elements each time. The game can be played using your memory (remembering all the previous items) or creatively (making up a silly story).

#### LEGO Challenges

Who can build the tallest self-supporting tower in 1 minute? Can you build something that starts with the A, B or C? Or using only LEGO bricks of one color?



3+



Family bonds  
Communication  
Fun

# DID YOU KNOW?



According to research, **4 out of 5 parents** agree that the power of play and the impact it has on children's development isn't prioritized enough today. Play helps kids learn cooperation, creativity and problem-solving – but just as importantly, it helps families build bonds and memories that last a lifetime.



# LET'S BUILD IT!

30 min

## STEP 1

### Print a Card

Some kids can spend hours in the building zone, some may need a little nudge in their creative endeavors. With LEGO® Challenge Cards, you can give them just that. Designing your own is simple and allows you to tailor the challenges to your family's preferences. Think of fun prompts like, "Build a skatebird" or "Build a banana using only yellow LEGO bricks." Once you've created your cards, mix them up in a hat, gather your family around and let them draw their card. But no looking – the challenge should be a surprise. Set a timer and let the creative building start.

## STEP 2

### Celebrate and Be Silly

The goal isn't to build the best or most accurate model – it's to celebrate each person's imagination. Kids love seeing grown-ups get silly with bricks, and parents might just rediscover how much fun building can be.



Build a Skateboard

5+



**Creativity**  
**Imagination**  
**Problem-Solving**  
**Confidence**

# BUILD AS FAST AS YOU CAN



## Speed Building Challenge

Ready, set, build! Turn your next LEGO® session into an exciting race against time. It's all about quick thinking, swift hands and a little friendly competition.

**Choose your challenge or simply try one after another**

### STEP 1

#### Lightning Build

Set the timer to 60 seconds. Each player has to build something that others can recognize before the time runs out. Or he/she must convince them that the creation actually makes sense.

### STEP 3

#### Blindfolded Building

Make a pile of bricks and pieces in the middle of the table so that everyone can reach it. Then blindfold the participants and shout out what they are building. This will add an extra challenge and lots of laughter.

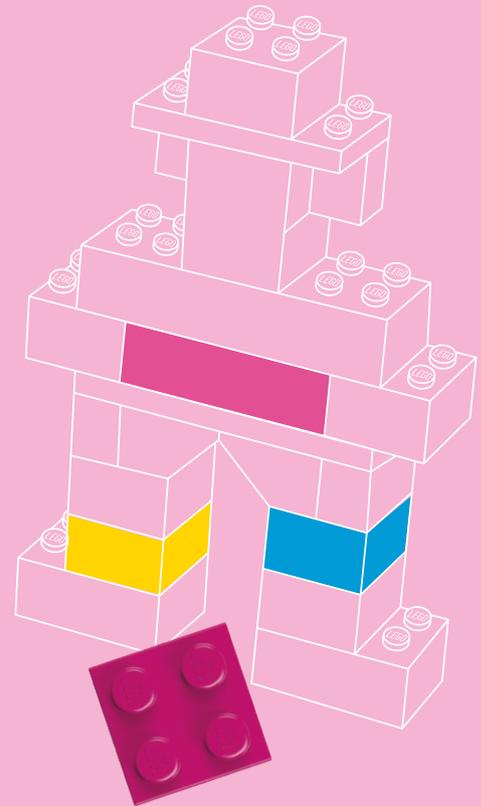
### STEP 2

#### Match Race

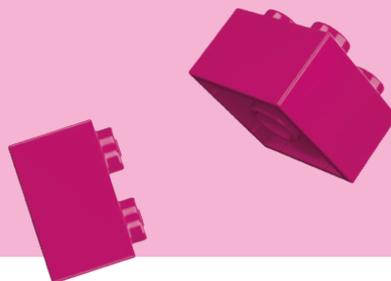
One person builds a simple model away from the others, and then everyone else has to recreate it as quickly as possible. The fastest one wins.

#### One-Handed Extra Challenge

Can you build something just as quickly with a less dexterous hand? And if family members think highly of themselves, pit them against someone who uses both hands in a fierce contest.



# 7+



**Speed**  
**Dexterity**  
**Problem-Solving**  
**Adaptability**

# BINGO!

20  
min

## No boring numbers, just pure fun with LEGO® bricks

The principle is the same. What changes is your bingo card. Instead of traditional numbers, it features a variety of LEGO® minifigures, from a one in a unicorn costume to one in a hot dog costume.

### STEP 1

#### Print the Sheets

Enhance your play experience with printable LEGO bingo cards. Log in to your LEGO Insiders account to easily download them, then print and share the fun with your family.

### STEP 2

#### Appoint a Moderator

The moderator can call out using the cards – if you have minifigures on the sheet and you don't know them as well as your kids, be sure to write their names on the cards as well. Who will be the first to complete a row and shout "BINGO"?

### STEP 3

#### BINGO and Repeat

To repeat the game on the same cards, give players LEGO bricks to place on the card instead of marking them with a pen.

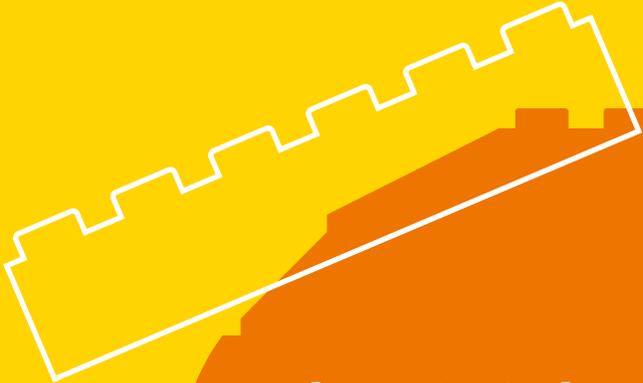


5+

DOWNLOAD  
and print bingo cards [here](#)  
Available for LEGO® Insiders members

LEGO insiders

Recognition  
Focus  
Memory  
Social Skills



The LEGO® Play Well Study  
shows that **9 in 10** parents  
say that play helps them  
get to know their child  
better.

**DID  
YOU  
KNOW?**



# CELEBRATE CHILDREN'S DAY

June 1st is International Children's Day – a perfect opportunity to celebrate the joy and wonder of childhood. While many families enjoy outdoor events, others prefer the comfort of celebrating at home. If you're planning a cozy celebration, make this day extra special for your kids by focusing on quality family time and fun-filled activities.

## Activity Suggestion: The Family Masterpiece!

### STEP 1

#### Gather Supplies

Collect a variety of art materials – crayons, markers, paints, construction paper, glue, glitter, LEGO® bricks and anything else that sparks creativity.

### STEP 2

#### Set the Stage

Clear a large table or floor space and spread out the materials.

### STEP 3

#### Unleash Your Imagination

Encourage everyone to contribute ideas and work together to create a giant collaborative artwork. It could be a fantastical landscape, a family portrait or anything their hearts desire.

### STEP 4

#### Celebrate the Creation

Once finished, admire your masterpiece as a family. Display it proudly as a reminder of your fun-filled Children's Day!

## Remember

The most important ingredient is spending quality time together and fostering a sense of joy and creativity.

# 3+



# CELEBRATE INTERNATIONAL DAY OF PLAY!



Mark your calendars! June 11th is International Day of Play, a perfect opportunity to build some unforgettable memories with your family! This year, celebrate with a special LEGO® building adventure! Here's how to make it extra fun:

## STEP 1

### Dream Big!

Before the big day, have each member of your family write down their dream LEGO® set.

## STEP 2

### Build the Wheel of Fortune!

Combine all your LEGO wishes into one epic list. Then, get crafty and create a Wheel of Fortune-style game. Divide the wheel into sections, each labelled with a different set from your combined wish list.

## STEP 3

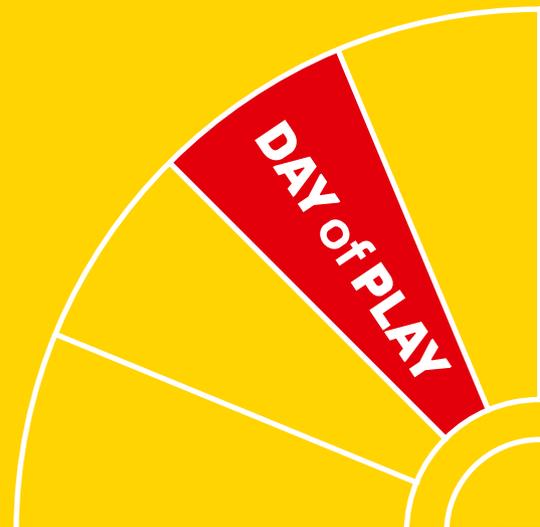
### Spin and Build!

On June 11th, gather your family for the big reveal! Spin the Wheel of Fortune. The set it lands on becomes your family's building challenge for the day.

## STEP 4

### Dream Big!

Gather the chosen LEGO set and your instructions and find a spacious building area. Work together, take turns, and let the fun begin! Bring your creation to life brick by brick. For extra guidance, use the LEGO Builder app. Once complete, admire your masterpiece and celebrate the joy of collaborative play! Display your creation as a proud reminder of your International Day of Play adventure.



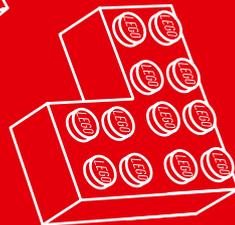
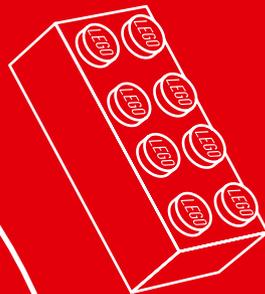
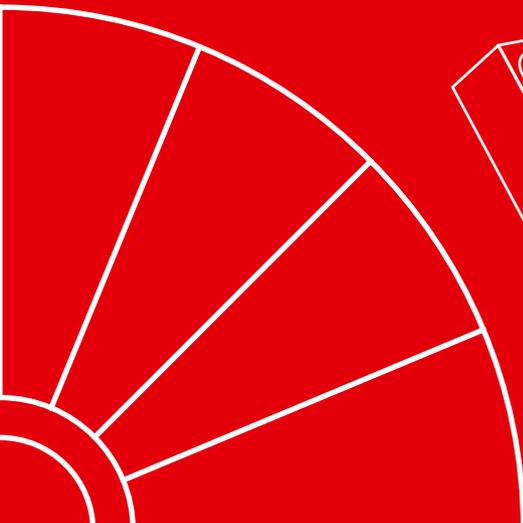
# PLAY FIRST BECAUSE THE BEST MOMENTS CAN'T WAIT

Small moments of play can make a big difference in our lives.  
Now is the time to act.

Because when we prioritize play, we're not just building towers out of LEGO® bricks or chasing each other in the backyard. We're building stronger families, happier homes and memories that will stay with us forever. Play has the power to spark creativity, reduce stress and bring joy – not just for kids, but for all of us.

The truth is, we won't remember every dish we washed or every task we completed. But we'll always remember the laughter, the stories and the time spent playing together.

So let's make a choice: forget the endless to-do list, even just for a moment, and PLAY FIRST. Because life is better when we lead with joy.



# CREATE YOUR OWN GAME

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