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PARENTS GOING BACK TO TOY STORY'S CHAPTER ONE

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PARENTS are toying with going back to basics, opting for wooden playthings over hi-tech gadgets.

St Kilda mum Melissa Hetherington, 34, has chosen traditional building blocks and puzzles to add to her two-year-old son's toybox this year. And the mum of one is not alone: more parents are choosing traditional wooden toys to promote learning and hand-eye co-ordination.

"I want to make sure

Oscar has the best of both worlds when it comes to toys," Ms Hetherington said.

"There are so many tech toys out there now but I think it's really important traditional wooden toys get a look-in as well. They're especially educational and they're the best way to teach babies how to count and learn their letters."

"I still remember playing with them. I want Oscar to have those same memories.

Nothing beats going back to basics."

In a bid to cash in on the trend, Fisher-Price have launched a traditional wooden range to be sold through Target in the lead-up to Christmas.

Parents splurged up to \$350 million on toys last December, and classic and educational toys made up a large chunk of the market.

Mum Melissa Hetherington is choosing wooden toys over flashy gadgets for her 15-month old son Oscar. Picture: TIM CARRAFA.

