

National Toy Stores Make Unplugged Play Day a Big Hit

*National Unplugged Play Day! Unplug It!
Turn it off! Take a Break! Be A Kid!*

PHOENIX, ARIZONA, UNITED STATES, October 5, 2018 /EINPresswire.com/ -- [National Unplugged Play Day](#), in its inaugural year, enjoyed the participation of over 115 stores nationwide, from large urban toy stores to office supply stores, to small specialty arts & craft stores. Held on Saturday Sept. 29th, and sponsored by the [Wikki Stix](#) Company, National Unplugged Play Day had at its core the idea of urging kids to Unplug It! Turn it off! Take a Break! Be A Kid!



"We have all seen children in grocery stores, airports, restaurants and so many other places, simply glued to electronics, passively staring at screens. Active, hands-on play is important to stimulate imagination and creativity and help develop cognitive thinking skills," said Kem Clark, President of the Wikki Stix Co. "We felt it was time to do something to encourage kids to rediscover the joy of play... doing, not watching."

Clark went on to say that over 1500 moms purchased the "in-home play day kit" to participate with their children at home. "With an average of three children in the home programs and 15 children per retail store, over 6000 children had an opportunity to set aside electronics and enjoy old-fashioned hands-on play," she added.

Play day materials, furnished by the Wikki Stix Co., included activity and idea sheets, plus lots of Wikki Stix. Wikki Stix, wholly Made in the USA, are made of hand-knitting yarn and a microcrystalline food-grade, non-toxic wax. They work without paste or glue, so there is no mess – simply press down with light fingertip pressure. Soft and pliable, they are easy for young fingers to use for creative play, as well as learning letters, numbers, shapes and more! Wikki Stix are safe, gluten-free and non-toxic. Ideal for ages 3 and up.

Wikki is looking forward to a bigger and better National Unplugged Play Day next year. Next year's event will begin on September 28.

About [Omnikor Inc.](#)

Omnikor Inc. is far better known simply as the Wikki Stix Co. and has been manufacturing the product in Phoenix AZ for over 28 years.

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