



PLAY FOR RESILIENCE™ 2026 IMPACT REPORT



During Mental Health Awareness Month, MESH Helps launched its inaugural Play for Resilience™ initiative to help families discover a simple but powerful message:

PLAY HELPS KIDS BUILD RESILIENCE.

Through partnerships with American Library Association member libraries, toy and game manufacturers, influencers, media outlets, and Chuck E. Cheese, Play for Resilience™ reached families nationwide with resilience-building play experiences and resources.

MENTAL HEALTH AWARENESS MONTH (MAY) BY THE NUMBERS

- **230** Participating Libraries
 - **44 States** Represented
 - **500,000+ Patrons** Served During the Month of May
 - **153 Librarians** Registered for the Play for Resilience Webinar
- **467** Chuck E. Cheese Entertainment Centers
 - **3,700 Screens** Featuring the Play for Resilience PSA
- **8 Million** Estimated Media Audience Reach
- **1.1 Million** Media Impressions
- **30** Influencers & Bloggers Engaged
- **\$65,000+** Retail Value in Products Donated by Toy & Game Manufacturers



LIBRARIES: BRINGING PLAY TO COMMUNITIES



Interest in the initiative exceeded expectations, with more than 300 American Library Association member libraries applying to participate from 44 states.

Ultimately, 230 libraries were selected to receive MESH Helps resources and MESH-Accredited products designed to support children's mental, emotional, and social health through play.

Participating libraries received products from:



Libraries incorporated these resources into displays, family programming, passive play stations, storytimes, and community engagement activities throughout Mental Health Awareness Month.





INDUSTRY COLLABORATION

Play for Resilience™ demonstrated what is possible when the toy and game industry comes together around a shared purpose. Manufacturers provided products directly to libraries and influencers, helping families experience firsthand how play supports MESH Skills:

- Problem-solving
- Self-regulation
- Perseverance
- Self-advocacy
- Adaptation
- Cognition
- Conflict resolution
- Communication

More than \$65,000 worth of MESH-Accredited toys, games, puzzles, and play kits were provided by industry partners to support participating libraries and influencer outreach.

Contributing companies included:





REACHING FAMILIES THROUGH CHUCK E. CHEESE

Play for Resilience™ was featured nationwide via [video PSA at Chuck E. Cheese](#) entertainment centers May 1 - 8. The initiative reached families through:

- **467** Entertainment Centers
- **3,700** Digital Screens
- **3.8 Million** Email Subscribers



Together, these efforts helped bring the message of resilience-building play directly to families where they already gather, play, and connect.

DIGITAL, SOCIAL, & INFLUENCER REACH



To further expand awareness, Play for Resilience™ partnered with parent influencers, family creators, educators, bloggers, and play advocates.

Results included:

- **20** Influencers
- **10** Bloggers
- **1.1 Million** Media Impressions

These partnerships helped families discover practical ways to support children's resilience through everyday play experiences.



MEDIA COVERAGE

Play for Resilience™ generated significant media attention during Mental Health Awareness Month in May.

Highlights included:

- **182** Press Release Pickups
- **5,300** Article Views
- **360** Engagements
- **8 Million** Estimated Audience Reach

The initiative was also featured by [The Toy Book](#) and [The Bloom Report](#), helping elevate the conversation around play and children’s well-being throughout the toy and game industry.

WHAT PARTICIPANTS ARE SAYING

“One of the students excitedly said, ‘Let’s build it again!’ when their CONNETIX creation fell down.” - Siersma Elementary School Library

“Will this be an annual initiative? If yes, we’re all in!” - Highland Township Public Library

“Play is where emotional skills *actually* get built!” - Dian, GSFF Blogger

“Play is one of the most natural and powerful ways children build resilience,” said Rachele Harmuth, founder of MESH Helps. “Mental Health Awareness Month is an opportunity to meet families where they are and help them understand how everyday play experiences can support children’s well-being.”



THANK YOU

Play for Resilience™ would not have been possible without the support of participating libraries, manufacturers, educators, influencers, media partners, and families.

Together, we helped make resilience-building play more visible, accessible, and meaningful in communities nationwide.

BECAUSE PLAY ISN'T JUST FUN. PLAY HELPS KIDS BUILD THE SKILLS THEY NEED TO HANDLE
LIFE'S CHALLENGES.

CONTACT US

Learn more: MESHhelps.org

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