

FOR IMMEDIATE RELEASE

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Nationally Recognized Play Therapist Honors Program for Children

Rochester, New York November 15, 2007- Prominent play therapist and director emeritus of the Association for Play Therapy, Garry Landreth, Ed.D., will be speaking at the National Primary Project Conference at the Lodge at Woodcliff. He will be joining 200 conference participants in a two-day event to help celebrate a 50 year-old locally grown and nationally known research-based program--Primary Project.

Primary Project developed and tested in 1957 in Rochester, is a research-based program at Children's Institute, a not-for-profit dedicated to children's social and emotional health. "Primary Project is a prevention program with a proven track record that addresses preventing school adjustment in the earliest grades and it has helped over 1 million children in over 2,100 schools across the US," said Dr. Dirk Hightower, executive director of Children's Institute. Children in Kindergarten through 3rd grade, who show emerging school adjustment difficulties, are paired with a trained and clinically supervised child associate who engages in child-directed, expressive play. The child associate builds a trusting relationship relationship and reinforces the child's strengths. Primary Project can be found in over 17 states, as far away as Hawaii.

"We are delighted to have Dr. Landreth, the founder of the largest play therapy training program in the world, join us as our keynote speaker and to celebrate the longevity and success of Primary Project," commented Dr. Hightower. Child associates, mental health professionals, students, educators, and others in related fields are registered to attend the National Primary Project Conference. Attendees will choose from a variety of workshops to learn about the latest methods in reaching children through play. Among the featured sessions is a specialized seminar on how Primary Project is helping children in New Orleans, Louisiana cope with the aftermath of Hurricane Katrina. The conference begins at 8:00 a.m. on November 15 and concludes at 12:15 p.m. on November 16.

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A reception on the evening of November 15 from 5:30 – 7:30 is also scheduled to honor the child associates who work in the schools with children and are the heart of Primary Project. The child associate class of 1957-2007 will be inducted into Children's Institute's Coterie, which honors individuals who have made significant, special and sustained contributions to the organization.

The mission of Children's Institute is to strengthen children's social and emotional health. Through sound research and evaluation, it develops and promotes effective prevention and early intervention programs, materials and best practices for children, families, schools and communities. Staff includes psychologists, an economist, a pediatrician, educators, social workers, business professionals, and experts in public policy and evaluation.

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About Garry Landreth...

Internationally known for his writings and work in promoting the development of play therapy, Garry Landreth is a Regents Professor in the Counselor Education Department at the University of North Texas. He is the founder and director of the Center for Play Therapy, at the University of North Texas, the largest play therapy training program in the world, and has conducted workshops focusing on play therapy throughout the United States and in Canada, Europe, China, South Africa and South Korea.

Dr. Landreth has more than 100 publications and videos include three books on group counseling and seven books on play therapy. His award winning book **Play Therapy: The Art of the Relationship**, an Accelerated Development Press bestseller, has been translated into Chinese, Russian and Korean. *Dr.* Landreth is a licensed professional counselor, licensed psychologist, founding member of the Board of Directors of the Association for Play Therapy, and a Registered Play Therapy Supervisor. He has received numerous professional honors including the:

- Meadows Honor Professor Award
- President's Outstanding Professor Award
- Toulouse Scholar Award
- Regents Distinguished Professor Award
- American Association for Counseling and Development Humanitarian and Caring Person Award
- Virginia Axline Distinguished Professional Award
- Shelton Excellence in Teaching Award
- Texas Association for Play Therapy Distinguished Contribution Award
- University of North Texas President's Award
- Association for Specialists in Group Work Research Award
- Association for Counselor Education and Supervision Counseling Vision and Innovation Award