

## 5 GREAT IDEAS & ACTIONS TO SAY NO TO WAR TOYS!

### 1) ATTENTION SHOPPERS!

Dress up in awesome pink camouflage gear or wear a holiday costume like an elf and stand outside stores that sell war toys with anti-war toy banners reminding gift buyers to shop responsibly. Hand out flyers to shoppers about why they shouldn't buy violent toys and give them suggestions for alternative gifts they can purchase for the little ones in their lives.

For even more holiday cheer sing alterna-holiday songs while you're out there. Download flyers and song sheets from the CODEPINK website at [www.codepinkalert.org](http://www.codepinkalert.org)

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### 2) OPERATION STICK IT TO THEM...

Place "surgeon general-type" warning labels on war toys in the stores. Simple mailing labels that you can print off at home are perfect for this action. You can find labels on the CODEPINK website or better yet get creative and design your own.

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### 3) GET SOME CUSTOMER SATISFACTION

Get a bunch of friends to go with you to each buy a war toy, and then go back to the store later to return them. Create long complaint lines, showing other customers why war toys are bad. Talk directly to store owners and managers and ask them to stop selling war toys. Tell them you and your friends are considering no longer shopping at the store if war toys continue to be sold. Make buttons that say, "Say No to War Toys" or "War is Not a Game" and offer them to the employees. Promote stores that are not selling war toys and give those stores certificates of appreciation to put in their windows.

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### 4) TEACH PEACE THROUGH PLAY

Start a campaign to ban war toys on the school playground. Ask your child's teachers to talk about the negative impact of war toys; suggest a toy exchange for the school, where children turn in their war toys and get some cool, peaceful toy like a hot pink Frisbee. Make it a class project and involve the children in setting it up.

Download a great resource guide you can give to teachers to encourage them to use peaceful play alternatives in the classroom at [www.truceteachers.org](http://www.truceteachers.org)

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### 5) POSITIVE REINFORCEMENT

Talk to your child about violent toys and why they are harmful; then ask them to help you select a gift that promotes peaceful play to donate a gift to a program that provides holiday presents for children from families with limited resources.

## WAR IS NOT FUN & GAMES!



*From the War Resisters League:* War toys and violent video games teach children that the best way to solve conflicts is to eliminate the people they are have conflicts with. These "entertainments" teach players conquest, murder and contempt for enemies – early "training" that fuels a cycle of violence, not only desensitizing people to violence and aggression, but also making them acceptable and exciting. War toys oversimplify war into a game that pits a army that can do no wrong against a bad army that deserves the most horrible destruction imaginable. Finally, most of them – created and marketed as "boys' toys" – teach sexism by treating girls and women as objects and rewards.

Playing with war toys and violent video games numbs people to the terrible truth: War means death and suffering, not fun and games.

Playing violent video games has been directly linked to increased aggressive behavior. A Harvard School of Public Health Study found significant amounts of violence even in video games rated as suitable for all ages. The Army has spent two years and \$8 million developing a realistic video game that can be downloaded for free – making war



entertaining so youth will want to join up and fight. The Army reports that on any given weekend, more than 400,000 players join in. The military can track who scores well. It is more than just good marketing. It is a tool for indoctrinating and recruiting young people.

TAKE ACTION TODAY to SAY NO TO WAR TOYS! Ideas on the back!