
Play Magic's Core Statements

Vision: To put a smile on every child's face

Mission: Play Magic's mission is to give children magical experiences with toys of the highest quality that reflect our belief in the creativity of children and our dedication to protecting the environment for the welfare of all people.

Objectives:

- Develop a skilled, adaptable workforce
- Source local eco-friendly materials
- Develop the most eco-friendly production methods possible
- Integrate traditional and innovative skills to produce toys with high appeal and educational value
- Promote play as an essential developmental aspect of the lives of children
- Research toys worldwide to identify those that we can produce to expand our offerings
- Develop respectful and mutually supportive relationships with our business partners
- Support community development