

CONTACT: KidStuff Public Relations
Lisa Orman • 608-575-1323
Lisa@KidStuffPR.com



CELEBRATE SEL DAY WITH THINKPSYCH® PRODUCTS THAT EXERCISE SOCIAL, EMOTIONAL AND MENTAL MUSCLES!

Lumberton, NJ (February 11, 2026) – In an increasingly more isolated social landscape, tools for getting along with fellow humans are more vital than ever before. Social media, remote work and more, these conveniences certainly have benefits, but come at the cost of interpersonal activity, and those skills can atrophy if we're not careful. For children it is even more important; acquiring healthy social skills and emotional resilience during their formative years is an opportunity that can't be squandered! From this great understanding came SEL Day! As stated on its [website](#), "SEL Day is a global, grassroots campaign for social-emotional learning to support children's academic recovery, mental health, and well-being." Lockdown may be all but alleviated, but the quest to mitigate the effects of social isolation in kids continues, and SEL Day wants to foster Social-Emotional Learning in kids through continued awareness-raising campaigns, events and more.



That's why companies like [ThinkPsych](#) are so necessary! Founded by two practicing psychologists, Dr. Rebecca Schulman and Dr. Anton Shcherbakov took lessons they learned in therapy sessions and have since spent time channeling that first-hand data into making games and activities developed to help kids improve their social-emotional health. Informed by actual therapeutic practices and developed for a wide range of ages, ThinkPsych products are first and foremost a fun time, and so Drs. Anton and Rebecca hope that their diverse range of games, activities and tools help spread awareness of social and emotional health in young people.



Small kids have the biggest feelings! Every experience we take for granted is brand new to them, and having a helpful guide for these massive emotions can help foster learning opportunities. ThinkPsych's bilingual [Emotion Poster Sets \(Ages 3+\)](#) can serve as a handy tool to help kids navigate big and possibly new emotions. Rather than show abstract, emoji-like faces which must be learned, these posters feature real human faces over a wide range of emotions, allowing kids to more seamlessly empathize and identify their own emotions in turn. The companion poster shows soothing illustrations for suggested activities on how to feel better – whether it's talking to a trusted person, moving your body, listening to music or many other helpful activities. Sets come in 2, 6 and 12 for even more helpful tips and best practices! These posters can act as immediate and helpful aids for kids and parents to navigate powerful feelings.

It's difficult sometimes for children to know how to express themselves effectively, and to recognize the emotional communication of others. That's where **Go Fish: Faces & Feelings (Ages 6+)** comes in! There's a reason Go Fish is a popular game with kids— it's easy to learn and play. ThinkPsych has introduced a new element to the classic game – in lieu of numbers, cards have emotions on them! Both a real picture of a person displaying the emotion, plus a helpful illustrated face are included on each card, allowing kids to connect real facial expressions and body language with their common symbolic representations. Asking for a match involves acting out the emotion, allowing all players to both practice expressing and recognizing feelings. Bonus challenges are included to make the game even more dynamic and fun to play. *Can you act like a sad lion with a thorn in its paw?* Let's find out!



Tackling big emotions is something that adolescents and teens have to cope with too (famously in fact!) **Moments of Gratitude (Ages 13+)** seeks to take these huge feelings and recontextualize them through a framework of gratitude – whether it be small moments of the day that brought you joy, or reflecting on parts of your life that you may take for granted. Reflecting on moments of gratitude doesn't erase our harder emotions, but they can help keep things in a healthy perspective and help young people feel more resilient in facing their hardships. Included in this activity set are a deck of 52 unique prompt cards to inspire conversations or stories about gratitude, plus ideas for 9 activities to help stay focused on gratitude –

meditation, mindful walks, journaling and much more. Moments of Gratitude can be enjoyed in solitude or experienced with a group of trusted friends. It can even be used to break the ice and get to know people better, as long as everyone is game to share!

To discover all of ThinkPsych's psychologist-developed and approved products in time for SEL Day and beyond, visit their website at www.thinkpsych.com or their [Amazon storefront](#). Cultivate Social-Emotional Learning and have fun at the same time with ThinkPsych!

About ThinkPsych

ThinkPsych was founded in 2019 by two psychologists passionate about bringing easy & effective social-emotional learning to kids, families, and adults worldwide. Our mission is simple: empower people to live happier lives through purposeful play. We believe emotional intelligence forms the foundation for thriving, and play is the most effective teacher. Our collection isn't just about fun—it's also grounded in scientific research and the clinical expertise of our psychologist founders.