

## Toy buying during tough economic times

by *Melissa Gonzalo* - Dec. 1, 2008 05:32 PM  
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The tough economic times could make the holidays even more stressful for parents, trying to explain to their children that this year they may not get everything they want. Some parents are feeling the pressure so much that they're asking toy companies to stop targeting ads to their kids. The Campaign for a Commercial-Free Childhood said ads make it hard for parents to say no in this tough economy. But you don't have to go to those extremes; there are other ways you can take control.

The temptation is everywhere for children. Melissa Roskey was shopping with her 3-year-old daughter at Chandler Fashion Center and said, "she sees everything...oh 'I want that mommy, I want that.'" Some parents are still trying to get their kids what they want, despite the tough economy. "We've been looking on Craig's list and looking for some deals.," said Jamie Woodward.

Dr. Scott Hermann with Arizona Child Psychology said now is a good opportunity to teach your children the difference between wants and needs. He said it's also a good time to give them priceless gifts, such as time and attention. And he said be

creative, maybe make a coupon book with coupons good for a dinner of their choice or a game of chess, and let them know things will be different this year.

The Salvation Army said it's also a good time to remind your kids the season is about sharing. They've seen an increase of about 3,000 families in need. "They have shared with us their stories, that they've been out of a job for three to six months, their homes are now in foreclosure," said Captain Angelina Koenig.

These families are looking for an angel to help their kids have a Merry Christmas. Ryan Wallin said his 4-year-old daughter is already learning the holidays are about giving to those less fortunate. "We actually have a couple families in our neighborhood who the kids have agreed to drop some of their presents, and help them out a little bit," said Wallin.

The Salvation Army's Christmas Angel program runs until December 23rd. It's too late to register, but you can find help through your church or school, or call Community Information and Referral at 602-263-8856 for an organization near you who can provide assistance.

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