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**We're Starting a Revolution 4-19-05**  
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A week ago Friday I was accused of something that was completely untrue.

For our Friday at Four Club event we featured "Things That Fly" with a bunch of really cool launchable toys in our back parking lot.

The weather was a little windy, but otherwise perfect for being outside and I was the countdown master at the Airburst Rocket station.

Now, if you don't know about the Airburst Rocket, let me tell you that this is one fantastic toy. You have little red and white discs called bladders that you insert into the chamber of the launch pad. Then you place the rocket on top and begin pumping with a bike pump as fast as you can. And while the sweat builds on your forehead and your face turns red from exertion, the pump fills the bladder with air building up pressure greater and greater until finally – kaboom! The rocket is sent hurtling towards the stratosphere at dizzying speeds. Every head turns skyward trying to get a glimpse of that speeding object until suddenly someone spots it with a joyous cry of, "There it is!" And you all start tracking its rapid descent to earth.

Whew! I get tired just describing it to you.

But anyway, back to the accusation. I was actually accused of "having more fun than the kids" and "having too much fun." Can you believe it? Me? Having too much fun??

I feel must defend myself and my honor.

First, you can NEVER have "too much fun". It is impossible (believe me, I've tried).

Second, I know there were at least one or two kids having just as much fun as I was.

Which brings me to the point of today's musing. Why do most people think adults can't play with toys? Oh, there are "adult" toys – but I'm not going there.

I'm talking about good old-fashioned fun with things like yo-yos (Yo Master Zeemo certainly wasn't a spring chicken), pogo sticks, kick balls, dominoes, and the like.

Somewhere along the road to adulthood we get this notion that we have to give up having the kind of fun we had as kids. We're no longer allowed to play games like Freeze Tag, Red Rover, and Chinese Jump Rope. We don't go to toy stores for ourselves. Oh, some people still do visit toy stores for themselves, but we have a different name for that – we call those activities "hobbies".

It's almost as if having fun with toys is outlawed for the older crowd.

That's why it was such a big deal to the observers that I was having fun outside shooting rockets to the moon. Apparently, I'm not supposed to have fun like that.

Why?

What is wrong with playing with toys? What is wrong with enjoying yourself and letting go of your worldly troubles for a moment and living in the present?

Now, you might think that I'm only saying this to try to sell more toys. You're welcome to your own cynicism. But I truly believe that we have our priorities all screwed up.

I think the Spaniards and Latin Americans have the right idea with their daily siestas – naps in the middle of the day. The break from the routine, the chance to escape the doldrums of every day life, the ability to refocus your energies so that the second half of your day is as productive as the first half makes all the sense in the world.

Of course, since not everyone would be sleeping during their siesta, the natural way to fill that time would be toys.

Imagine what your day would be like if, for instance, your lunch hour was now a lunch two-hour and during that time you took out your yo-yo for a few spins, or challenged your cubicle neighbor to a game of Scrabble, or played a game of hide-and-seek with your co-workers. Imagine how different life would be if we replaced the three-martini lunch with the three-rocket launch.

Just think how different our culture could be if we made toys an everyday, everybody type of product, not just a thing to dismiss as childish. Toys could be a catalyst to solve many of our problems.

Think about it.

Toys are the great teachers of our youth. They teach us to use our imagination. They teach us to think outside the box. They teach us how to communicate and get along with others. They teach us problem-solving skills. They teach us negotiating tactics. Yet, by the time we reach so-called maturity, we have forgotten many of these principles.

When we yell, scream and fight, we forget that yelling and screaming was how games ended early, not how they got started. When we bully our way just to get what we want, we forget that it was the bully who everyone wanted to exclude. When we lie and cheat our way to victory, we forget that it was the liars and cheaters who never got asked back to the table.

Yes, toys can change the world if only we let ourselves play.

I've got the toys. Who wants to help me change the world?

Happy Shopping!

-Phil Wrzesinski