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A BABY RATTLE, A MESSENGING APP & A PIGGIES PUZZLE WALK INTO KIDSTUFF PR JOINING ITS CLIENT CAROUSEL!

Seven Juvenile-Focused Companies Join KidStuff PR and its subsidiary TechStuff PR With Products Parents Adore And Tots Desire

Black Earth, WI (April 26, 2016) – The business of buying and selling any type of product or service includes a “middle man” called marketing. When the focus is on children, that middle man (or woman) should be an expert on all the stuff kids need or want. KidStuff Public Relations, as its name implies, is *the* go to source for connecting manufacturers with customers. That’s not the agency talking but the seven lively clients who have just hopped aboard the KidStuff PR carousel of must-have toys, technology and baby goods.

A milestone developmental baby toy or a magnetic activity set that improves a child’s EQ would make a great feature story, right? KidStuff PR has become known as a one-stop shop for reporters looking for great ideas for kids and families. With a revolving roster of 20 or more clients at a time, there’s always something fresh and newsworthy to share in print, on broadcast or online.

Discovering what’s new from a social media channel is the new normal. Online shopping is now a snap. But a mere 10 years ago, this was revolutionary! KidStuff earned the bragging rights as a pioneer and leader in the arena of manufacturers effectively working with bloggers. In fact they developed a proprietary method of vetting and working with the highest traffic, most professional blogs. The agency works with nearly 250 bloggers who are moms or dads, and some have subject specialties in arts & crafts, traveling with kids, homeschooling, green lifestyles, décor, educational toys, and science.

Now celebrating its 22nd year as consultant to the toy industry and friend to the toy media, KidStuff PR enjoys surprising the public with the *next big thing* in the toy world. Click on the link at KidStuff PR’s website, www.KidstuffPR.com, under the button "clients" to find each company’s home page and agency press releases.

Lisa Orman, President of KidStuff PR, is pleased to officially welcome her newest clients:

eduPad

www.eduPad.com

In 2011 senior innovation and strategy consultants Jérôme Serre and Daniel Jasmin created eduPad to bring to market apps that help children grow and learn with fun. Based in Paris, France, the company’s mission is to provide the best educational apps compatible with most mobiles devices. eduPad publishes educational apps under the iTooch brand. iTooch apps -- a portfolio of 160 apps covering Language Arts, Math and Science -- have been downloaded 5 million times. eduPad is pitched under KidStuff PR’s newest division, TechStuff PR.

Identity Games

www.IdentityGames.com

Identity Games has been developing innovative fun for both the corporate and consumer markets for 20 years. The Dutch company was founded in 1992 to make creative and educational games for every business, family and market while exceeding customer expectations by delivering high quality games at the best possible prices. From 2006 through 2013 Identity Games won several awards in The Netherlands, Europe and the US. Most recently, Identity Games USA, a division of Identity Games, acquired the Find IT® games brand. Also on their current toy shelf are Miffy Hide and Seek, Tiny World Wildlife, Tiny World Dino, Poopyhead, Boom Boom Balloon and Escape Room the game. Look for Identity Games in Walmart, Target, Toys R Us and online at amazon.com.

Jupiter Creations

www.JupiterCreations.com

Founded in 2005 with offices in New York and Hong Kong, Jupiter Creations provides a stimulating creative experience for children and families through innovative, well designed, affordable and high-quality products that are marketed worldwide -- reaching over 60 countries. Children's safety is their number one priority. Jupiter Creations is committed to the highest safety standards in the toy industry and is passionate about their ambitious goal of zero defects.

Neat-Oh!

www.Neat-Oh.com

www.Neat-Oh! International, maker of the ZipBin® toy box, is the world-leading expert in delightful toys and clever, complementary storage solutions for children on the move (and their parents). With over 90 awards and endorsements from parents across the globe, Neat-Oh!® products are recognized for superior quality, workmanship and materials. Their 100% satisfaction guarantee and world-class safety testing programs make it easy for discerning parents who want only the best and safest products in their home. Neat-Oh!® products cover a range of categories from patented ZipBin® design to toy boxes, lunchboxes, play mats and backpacks. And with licenses from world-class makers of Barbie®, Hot Wheels™ and Star Wars® brands, adults can trust that Neat-Oh! always provide families with the most innovative, fun, and safe products. Guaranteed.

Smart Toys & Games, Inc.

www.SmartGamesUSA.com

Smart Toys & Games products develop logical thinking and problem solving skills in all ages through fun, challenging play. Each multi-level game from the SmartGames line is designed to move players through carefully sequenced levels of game play. Fun, durable and compact, SmartGames are perfect for travel. SmartMax® construction sets enable children to explore the fascinating world of magnetism in a safe and creative way through making strong building structures and vehicles. Additional product lines offered by Smart Toys & Games include Tangoes®, which is based on the ancient Chinese Tangram puzzle and combines artistic and mathematical elements to create a variety of designs; Twisterz Toys® which are hand-held battery free toys that support early learning skills such as spelling and reading; and brain-building fun for both children and adults.

SmartNoggin

www.SmartNogginToys.com

With over 30 years of experience under her belt, SmartNoggin founder, Marcia Haut, set out to create a company with a simple and ambitious goal – help parents lay the foundation for all future learning. As a front-line provider and developmental therapist for children with special needs and a mother, Haut was frustrated that she could not find a product to encourage important early milestones in infants. There was a need in the market and NogginStik was the first to fill this need, but Haut did not stop there. While the product line currently consists of two products—NogginStik and NogginRings—there are plans to extend to a whole line of Milestone Makers™ developmental products.

Swimways/COOP Brand

www.swimways.com

Parent company Swimways predicts the buzzword this spring will be REACTORZ, as in a product that can react to every touch, tap, throw or kick! The newest line in its COOP brand, the company believes there's nothing better than living an active lifestyle surrounded by friends, family, and community. COOP products support this idea by providing all-conditions recreational sports gear for fun play wherever you go. COOP's attention to detail shows in quality construction and on-trend graphics that match a kid's style. Their sport line includes products that everyone -- at any skill level -- can enjoy as well as gear designed for beach soccer, a sport they sponsor. Whether striking up a toss game with your friends or playing in a sand soccer tournament with your team, COOP's got the gear to make you perform - and look good while doing it.

ABOUT KIDSTUFF PUBLIC RELATIONS

Founded in 1994, KidStuff PR is a virtual public relations agency headquartered in Madison, WI with senior PR practitioners located across the country. The firm represents toy manufacturers and services and retailers for children and families. The company only takes on clients for whom founder Lisa Orman and her staff have a true passion for their products and services. It helps them do a better job, care more and it makes work more rewarding...literally. For more information or to contact KidStuff Public Relations, visit their website at www.kidstuffpr.com or call 608-767-1102.