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TOYS THAT SPARK IMAGINATION, TEACH LIFE SKILLS & SIMPLY SOOTHE CHOSEN FOR 2020 SPRING HONORS

Four Distinct Kidstuff PR Clients Wow Judges (Again)! Congratulations to Adventerra Games, Le Toy Van, Moosh-Moosh & Story Time Chess

Black Earth, WI (May 15, 2020) – What’s considered a toy these days? Look around a child’s bedroom and you might find an iconic doll house, a board game and a plush pillow-y character. Today a toy can teach kids about global warming or be simply silly or snuggly. The task of uncovering what’s new and what’s a “wow” is the work of toy industry judges like *The National Parenting Center* or *Mom’s Choice Awards*. Here at KidStuff Public Relations, we are always humbled that our clients garner an armload of honors every season! The Spring 2020 awards are no different, with kudos to our clients (in alphabetical order) *Adventerra Games, Le Toy Van, Moosh-Moosh & Story Time Chess*.

Spring 2020 will be remembered as the time when kids stayed home -- from school, church, sports, scouts, family and friends. A soft cuddle became more important than ever and client **Moosh-Moosh** was there with its adorable assortment of pillow soft pals. As The National Parenting Center aptly wrote, “to say that Moosh-Moosh pillows are soft, adorable, and cuddly would fall woefully short of adequately describing just how insanely soft, cute and cuddly they are.” Children, teens and college coeds sought comfort by squishing, cuddling and carrying their favorite plush pal during home quarantine.

Despite the gloomy news, kids and their parents craved imaginative play and iconic games like chess, available for the youngest learners in the whimsical format of **Story Time Chess**. Toy store retailers also had a say in what kids wanted. *ASTRA (American Specialty Toy Retailing Association)* officials chose three of **Le Toy Van** must-haves for its annual *ASTRA Finalists List*. Neighborhood shop owners are now voting online to select the winning toys that will become this year’s top picks for 2020 Holiday giving.

There has been some good news while families huddle inside. Positive changes to pollution and air quality, as well as a resurgence of wildlife, have been observed this Spring. The canals of Venice became so clear that fish were visible under the surface. **Adventerra Games**, environmentally themed board games for children ages 7 and up, has been ahead of this trend by educating the next generation to be good to Mother Nature. Recent honors for their four board games included three Spring 2020 Seals of Approval from *The National Parenting Center*, four *Mom’s Choice Awards*, a *2020 Tillywig Best Family Fun Award*, a *2020 Tillywig Top Fun Award* and four *PAL Awards*.

Look for these playthings online or contact your favorite toy shop for a curbside pick-up. Childhood only lasts a short while. Make the most of this stay-at-home season with edutaining products that are the best of the best.



Recycle Rally • \$24.95 • Ages 7+

The National Parenting Center Spring 2020 Seal of Approval
2020 Tillywig Top Fun Award
2020 Mom’s Choice Awards

Hot Diggity Award
National Parenting Product Awards
PAL Award

“Recycle Rally is an enormously fun way for kids to gain a genuine appreciation for the benefits of recycling as well as an understanding how, and why, it works,” writes *Tillywig*.” A visually stunning board game with easy-to-learn rules and an abundance of playfully crafted, high-quality components, Recycle Rally transforms players into master recyclers who drive trucks around town, picking up recyclable waste and transporting it to the appropriate recycling area on the board.”



PowerHaus • \$24.95 • Ages 7+

The National Parenting Center Spring 2020 Seal of Approval

2020 Mom’s Choice Awards
2020 PAL Awards

Hot Diggity Award

National Parenting Product Awards

Tillywig 2019 Top Fun Award. & Tillywig 2019 Holiday Gift Guide

“Have you been searching for a new and fun way to teach children about energy efficiency?” asks *The National Parenting Center*. “OK, maybe it wasn’t on the top of your game list, but perhaps it should be! The fact is that it is our kids who are most affected by the actions we take today to change our world. PowerHaus teaches children about the small steps that can be taken to reduce energy waste in our homes and beyond. It is a sophisticated and thought-provoking experience to be sure. Kids enjoyed playing with pretend money, buying energy-efficient appliances, counting the money they need to pay, and what they are earning at every turn. Parents loved the added bonus of all the built-in math lessons!”

WaterGame • \$24.95 • Ages 7+

The National Parenting Center Spring 2020 Seal of Approval

2020 Tillywig Best Family Fun Award
2020 Mom’s Choice Awards

Academics’ Choice Brain Toy Award Winner

National Parenting Product Awards

PAL Award

Hot Diggity Award

“Once parents saw this game box, they were intrigued and eager to learn what was in store for their family. What they discovered was a unique concept and design that was unlike any other traditional board game they had played before,” emphasized *The National Parenting Center*. “Much of the game is based on the fact-filled and educational cards, each of which teaches a lesson or give some facts about water usage or waste. Parents enjoyed sharing the concept of saving water with their kids, and each card helped educate everyone about what is at stake when it comes to our precious water supply”

Global Warning • \$24.95 • Ages 10+

2020 Mom’s Choice Awards

2020 PAL Award

Academics’ Choice Brain Toy Award

Hot Diggity Award

National Parenting Product Awards

Tillywig 2019 Top Fun Award & Tillywig 2019

Holiday Gift Guide

“Players work together to clean up the earth and slow climate change while the temperature rises with each turn. Can you and your friends slow it down before ‘Game Over’ happens,” ponders the *Mom’s Choice Awards* review. “Teamwork and up to 90 minutes of play is needed to win!”



Passionate about Play
Since 1995

Petitou Sensory Shapes • \$39.95 • Ages 12 months+

The National Parenting Center 2020 Seal of Approval

ASTRA 2020 Finalist Best Toys For Kids Awards

This wooden sensory toy offers lots of fun activities to stimulate young minds. The set encourages color and shape recognition to sort into the matching tray, plus each of the 9



blocks presents a sensation! Shake to hear a jingling bell, look through the kaleidoscope, touch the fluffy fabric. Discover them all with this multi-sensory toy that encourages manual dexterity and hand eye coordination. Made of solid wood ethically made from sustainable legal wood.



Palace House • \$599.95 • Ages 3+

ASTRA 2020 Finalist Best Toys For Kids Awards

The grandest house ever designed by Le Toy Van, this remarkable doll house boasts four floors plus an attic floor. The toymaker created plenty of space for extensive play. An array of window styles and a regal double front door add to impressive appeal. Let your child's imagination run unfiltered in this magnificent mansion.

Doctor's Bag • \$49.95 • Ages 3+

ASTRA 2020 Finalist Best Toys For Kids Awards

Is there a doctor in the house? This vintage style, child sized fabric Doctor's Medical Bag is filled with wooden medical instruments and bottles. The set includes a toy stethoscope, thermometer, syringe, blood pressure gauge, ear scope, reflex hammer, scissors and two medicine bottles. The gender-neutral color was chosen to encourage sharing between siblings and friends. Perfect for on-the-go fun or a delightful birthday present.



Story Time Chess • \$49.99 • Ages 3+ (really!)

The National Parenting Center • 2020 Seal of Approval

Tillywig Toy Award • 2020 Brain Child

Hot Diggity Awards 2020

"Everything about Story Time Chess, from its high-quality components to its joyously engaging and effective teaching methods, exceeded our every expectation," gushed *Tillywig* judges. "At the core of this remarkable feat is the set's Storybook, an integral part of the learning process. In the Storybook, each piece is a memorable character in an ongoing story that serves as a powerful way to understand and memorize the distinct ways in which it moves. Following each chapter are minigame exercises that provide an enjoyably engrossing means of practicing the capabilities of the piece just covered."



Moosh-Moosh Collectibles • \$16.99 • Ages 3+

The National Parenting Center 2020 Seal of Approval

Mom's Choice Award 2020

"Here's the magic of Moosh-Moosh," wrote *The National Parenting Center*, "despite all the abundance of softness, it also has enough density to support your child's head for naps. The most popular use seemed to be as a bed-buddy or cuddle friend during TV time. Parents loved the artistic creativity of the Moosh-Moosh designs, which are bright, playful, and inviting. The colors held up nicely in the wash, oh did we not mention that they are completely machine washable? For testers, the whole package made Moosh-Moosh something they were thrilled to give to their child or to give as a gift. The price is more than reasonable and even lends itself to collecting more than one Moosh-Moosh for your home."



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.