



## **VTech® Named to Walmart's Top Rated by Kids Toy List for the Fifth Straight Year with the Explore & Write Activity Desk™**

*Product Chosen by Kids Among Dozens of Toys*

CHICAGO, October 11, 2018 /PRNewswire/ Today VTech® announced that its Explore & Write Activity Desk™ was named to Walmart's Top Rated by Kids toy list. Walmart's Top Rated Kids Toys list highlights the top 40 hottest toys of the upcoming holiday season as rated by the *real* toy authorities: kids. The product was recognized in the innovative items category, featuring toys that offer uncharted areas of play. The honor marks the fifth consecutive year a VTech toy was handpicked by kids for a spot on the exclusive list.

"We are especially thrilled that kids have selected our Explore & Write Activity Desk as one of Walmart's Top Rated Kids Toys," said Andy Keimach, President, VTech Electronics North America. "With so much interactive content packed into this fun and innovative product, we're sure it will top children's wish lists this holiday season!"

The Explore & Write Activity Desk features an interactive desktop and five pages filled with engaging content that includes letters, numbers, music, colors and more. The writing pad with light-up display lets kids practice writing by tracing letters, numbers and shapes with a stylus. The desk transforms into an easel and chalkboard with plenty of storage space for art supplies. Kids can continue play with expansion packs (each sold separately) that focus on specific curricula such as nursery rhymes, reading skills, animals and numbers. They can also interact with the touchscreen toy phone or listen to more than 20 melodies on the music player.

The Explore & Write Activity Desk is recommended for ages 2-5 years and retails for \$54.99. It is available at Walmart. For more information, visit [www.walmart.com](http://www.walmart.com).

###

### **About VTech®**

VTech is a world leader in age-appropriate and developmental stage-based electronic learning products for children. As a pioneer in the learning toy category, VTech develops high-quality, innovative educational products that enrich children's development and make learning fun. With a rich 40 year history, VTech has not only established itself as a learning authority but also consistently remains at the forefront of innovation with multiple award-winning products, including prestigious Toy of the Year (TOTY) Award winners. The company also has a broad range of award-winning infant, toddler and preschool products available in 31 different languages worldwide, with more than 100 new products introduced every year. In order to further strengthen VTech's position as a learning authority, new products are developed with critical insights from a dedicated team of in-house learning experts.

VTech Electronics North America, L.L.C. is based in Arlington Heights, Illinois. VTech Electronics Limited is headquartered in Hong Kong with distribution globally.

For more information about VTech's electronic learning products, visit [www.VTechKids.com](http://www.VTechKids.com), [www.facebook.com/VTechtoys](https://www.facebook.com/VTechtoys) on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

**Media Contact:**

Nicole Centinaro

Coyne Public Relations

973-588-2000

[ncentinaro@coynepr.com](mailto:ncentinaro@coynepr.com)