



## **VTech® Adds Exciting New Products to Award-Winning Baby, Infant and Preschool Lines, Available Now**

*New Expert-Supported Toys Designed to Encourage Developmental Milestones*

CHICAGO, July 21, 2016 /PRNewswire/ Today VTech® announces the availability of its celebrated **Baby, Infant and Preschool** lines, featuring exciting new products that support developmentally meaningful skills and experiences for little ones. The award-winning lines have been designed in collaboration with Dr. Lise Eliot, early brain development expert and member of VTech's [Expert Panel](#), to encourage children as they meet essential developmental milestones. Understanding that expectant mothers and new parents are faced with many options, VTech has also continued to grow its online [Milestones](#) resource. This trusted guide helps parents choose the right toys for their children to give them the best start, based on the child's individual needs.

"VTech remains committed to building upon our mission to create innovative, educational products that enrich children's development at every age and stage," said William To, President of VTech Electronics North America. "We know how important it is to help babies from their very first moments, and we engage experts to ensure our products provide meaningful experiences to help them reach development milestones as they continue to grow."

VTech has worked with Dr. Eliot for six years to ensure that all Baby, Infant and Preschool products deliver against at least one, if not all, of the following categories that are essential for the development of young children: language and cognitive development, social and emotional development, and physical and motor development.

VTech's Baby line features rattles and teethers, important for physical and motor development; on-the-go toys, to help language and cognitive development; baby plush and soothers, which lend themselves to social and emotional development; and playmats, to promote all of these developmental skills.

New educator-supported Infant products include the Care for Me Learning Carrier™, an interactive travel pet carrier that promotes pretend play and nurturing; Ring & Learn Cash Register™, an interactive cash register with shopping basket and food to encourage little ones with role-play fun; and Gallop & Rock Learning Pony™, an exciting 2-in-1 toy that transforms from a rocking horse to a ride-on to enhance motor skill development. New additions to the Preschool line include Zoo Jamz Piano™, an adorable zebra piano with microphone that plays songs, melodies and instrument sounds; and Bizzy the Mix & Move Bot™, an interactive, educational robot with interchangeable arms, legs and hats.

“Children learn through play, and it’s never too early to incorporate teachable moments into a baby’s day,” said Dr. Eliot. “Engaging children in play at an early age is incredibly beneficial to their physical and mental development. Toys like the ones found in VTech’s Baby, Infant and Preschool lines can encourage children by making learning fun, and grow with little ones over those important early years.”

The new Baby, Infant and Preschool products are available online now and at major retailers nationwide in August. For more information and retail availability, visit <http://www.vtechkids.com/baby> for the baby range and [www.vtechkids.com/learning](http://www.vtechkids.com/learning) for infant and preschool products.

Highlights of the Baby, Infant and Preschool lines include:

**Crinkle & Roar Lion™**: Shake, explore and sing with the Crinkle & Roar Lion. Press the colorful shape buttons on the lion’s side to learn shapes, colors and letters. Shake the adorable lion to activate the motion sensor and hear him roar and play other cheerful sounds. Little ones will love the crinkly feet, ribbon tags and textured ring. The lion also includes a baby-safe mirror to support self-awareness. It’s the perfect take-along toy and can be attached to carriers, strollers and more. Winner of 2016 Seal of Approval from The National Parenting Center, Brain Child Award from Tillywig Toy & Media Awards, Gold Award from Mom’s Choice Awards, Play on Words (PAL) Award and The Toy Insider Spring & Summer Toy Guide. Ages birth +. (MSRP: \$14.99)

**Care for Me Learning Carrier™**: Care for Me Learning Carrier™ is an interactive pet carrier that lets little ones take their plush pet anywhere! Put the plush puppy inside or take her out of the carrier and hear playful phrases when opening and closing the door. The activity panel on the side of the carrier is packed with learning fun. Press the light-up buttons to learn about colors, shapes, pet care and more. Sliding the letter beads introduces letters and plays music. Sliding the window and spinning the roller add to the fun and encourage motor skills. The carrier also includes four pet care accessories so toddlers can groom, feed and play with the cuddly puppy. Ages 9-36 months. (MSRP: \$24.99)

**Ring & Learn Cash Register™**: Little shoppers will love filling their basket with healthy play food and pretending to buy it with this interactive toy cash register. Weigh the food, ring up the order and use the credit card to pay for the groceries. Each interaction is rewarded with a variety of playful phrases, fun sounds, songs and music. Press the light-up number buttons to introduce numbers, colors, food and play healthy-eating phrases. For more role-play fun, press the “open” button to pop open the cash register drawer. Ages 12-36 months. (MSRP: \$24.99)

**Gallop & Rock Learning Pony™**: Hop in the saddle and go for a ride on the Gallop & Rock Learning Pony. This interactive 2-in-1 pony grows with your child and quickly transforms from a rocking horse to a ride-on toy. Brightly colored buttons introduce colors, action words and play realistic pony sounds for imaginative play. The pony also features a motion sensor that detects children's movement and responds with cheerful music and pony sounds to encourage them to rock and ride! Ages 12-36 months. (MSRP: \$39.99)

**Zoo Jamz Piano™**: Now little ones can be rock stars as they sing, play and rock out with the Zoo Jamz Piano. This 4-in-1 instrument lets children choose what they want to play (piano, violin, xylophone or saxophone) with more than 20 songs and melodies. The zebra piano has light-up keys so little ones can follow along or learn to play a song at three different levels to match their skill level. It has a whammy bar and scratch disc that enhance fine motor skills and add cool sounds. Plus, it has a microphone so kids can amplify their voice and sing along. No matter what mode they choose there's tons of fun packed into this musical toy. Ages 1½ – 4 years. (MSRP: \$24.99)

**Bizzy the Mix & Move Bot™**: Now children can get creative as they build their own robot with Bizzy the Mix & Move Bot. With 10 different accessories there are so many ways to encourage the role-play experience by creating a different robot every time they play. This playful bot illustrates cause and effect as children connect the 10 accessories to trigger fun responses. It also includes 10 fun and unique melodies that children can personalize by switching around the accessories to add in their own special sound effects. Bizzy will guide children through various activities, allowing for creative, independent play. Bizzy also loves to dance around to the music on his interchangeable legs or wheels. With Bizzy around, the fun never stops! Ages 2 – 5 years. (MSRP: \$24.99)

#### **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, almost 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. The company also has a broad range of award-winning infant and preschool products available in 24 different languages worldwide, with more than 100 new products introduced every year. VTech was awarded a prestigious 2015 Toy of The Year (TOTY) Award for its Go! Go! Smart Animals® Zoo Explorers Playset™. In order to further strengthen VTech's position as a learning authority, the company's Expert Panel, with esteemed experts in reading, language arts, science, math, and child development, consult on new product introductions.

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

For more information on VTech's additional product lines, visit [www.VTechKids.com](http://www.VTechKids.com), [www.facebook.com/VTechtoys](http://www.facebook.com/VTechtoys) on Facebook or follow @VTechToys on Twitter.

**Media Contact:**

Nicole Centinaro

Coyne Public Relations

973-588-2000

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

