



## **Engaging New Products from VTech's Baby, Infant, Toddler and Preschool Lines Available Now**

*New Collections Promote Discovery to Encourage Development*

CHICAGO, November 16, 2018 /PRNewswire/ Today VTech® announces the availability of new additions to its award-winning baby, infant, toddler and preschool lines. The engaging new products foster discovery, imagination and developmental milestones through playful innovation.

"Parents are always looking for toys that will keep little hands and minds busy," said Andy Keimach, President, VTech Electronics North America. "Our toys are designed to keep children engaged, encouraging little ones by offering stimulating, sensory experiences and interactive fun."

Babies will love the new Touch & Discover Sensory Turtle™, an adorable plush featuring tactile fabrics, rich colors and interactive buttons to stimulate babies' senses and encourage fine motor skills, while parents will appreciate the removable electronics for easy cleaning. The Stroll & Discover Activity Walker™ is a fresh update to VTech's best-selling walker that grows with little ones while encouraging development and interactivity. A removable electronic play panel and two walker speeds ensure a child can enjoy this toy from floor play to first steps. With Starshine the Bright Lights Unicorn™, toddlers can learn colors and explore Spanish through fun, imaginative play as they place charms on the interactive unicorn.

For more information, visit [www.vtechkids.com](http://www.vtechkids.com). Highlights of the baby, infant, toddler and preschool lines, available now at major retailers nationwide, include:

**Touch & Discover Sensory Turtle™**: When the Touch & Discover Sensory Turtle comes out of his shell, he's sure to entertain your little one! This cuddly plush turtle features a variety of textures, colors and patterns to stimulate your baby's senses and encourage fine motor skills. Play peek-a-boo with the cute and cuddly turtle by tucking in his head and legs to change him into a soft, wobbly ball for 2-in-1 play. The chunky button on the top of the shell is easy for little ones to press and lights up in a variety of colors as it responds with sounds, music and cute phrases. The shell includes a baby-safe mirror, rattle and ring. There's plenty to see, touch and explore with this textured tortoise! (Ages 3+ months; MSRP: \$19.99)

**Stroll & Discover Activity Walker™**: From floor play to first steps, the Stroll & Discover Activity Walker grows with your little one. The easy-to-remove activity panel is great for floor play and is packed with features and the legs fold for easy storage. Five light-up piano keys introduce colors and numbers, while spinning gears and a removable cell phone help develop fine motor skills. Meet six friendly animals by inserting the three shape sorter pieces, pressing the puppy button, sliding the mouse or batting the bird to hear their unique voices and sounds. Attach the panel to the adjustable two-speed walker as little ones grow, and watch them go! (Ages 9-36 months; MSRP: \$39.99)

**Starshine the Bright Lights Unicorn™**: Go on an enchanted adventure with Starshine the Bright Lights Unicorn. Place the seven charms on any of the three magic hearts to see her horn light up and hear colors, objects and phrases in English or Spanish. Use the charms to answer quiz questions or add sound effects

to create your own special song. Squeeze the unicorn's tail to see her beautiful wings flap and hear whimsical phrases and sound effects that encourage imaginative play. Starshine's majestic hooves feature wheels so you can push her as you head off on your next adventure! (Ages 1.5 - 4 years; MSRP: \$24.99)

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**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.

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