



LeapFrog® Showcases Innovative Learning Toys at Toy Fair® 2025

Exciting New Products Encourage Active Learning, Early Literacy and Imagination

NEW YORK, March 1, 2025 /PRNewswire/ – Today at Toy Fair® 2025, LeapFrog® Enterprises, Inc. unveils its latest collection of educational toys, combining technology, interactivity and play to spark curiosity and foster early learning. The exciting lineup introduces new ways for children to engage with foundational skills while having fun, including hands-on musical play, interactive reading experiences and an innovative motion-based learning system.

“At LeapFrog, we are always evolving our approach to learning through play, and this year’s collection delivers engaging, research-backed experiences that introduce early learning concepts in a fun way,” said Karen Balduf, Vice President of Marketing, VTech Electronics North America, LeapFrog’s parent company. “From music to reading to active learning, our new products encourage imagination, movement and hands-on exploration.”

A New Leap in Learning Innovation

LeapFrog is preparing to introduce an innovative new way for kids to engage in active learning. This exciting addition to the LeapFrog lineup will encourage movement while reinforcing early learning skills through interactive play. Blending physical activity with engaging educational experiences, this upcoming release represents a fresh approach to making learning more dynamic and immersive. Toy Fair attendees will get an exclusive first look during the show ahead of its fall 2025 launch, but full details will remain under wraps until the official unveiling later this year.

Advancing Early Literacy with the LeapFrog Reading Journey

As part of its commitment to fostering strong literacy skills, LeapFrog continues to develop learning products that reflect the latest scientific research on reading. The company's latest white paper, *Every Day is a New Chapter in the LeapFrog Reading Journey™*, by Dr. Carolyn Janes, Senior Manager of Learning & Curriculum, explores how play-based learning supports reading development from birth to 8 years. By aligning its products to scientifically-based approaches to phonics, vocabulary and comprehension instruction, LeapFrog remains dedicated to making reading a joyful and engaging experience.

“Helping children become confident readers starts with making the learning process engaging and approachable,” said Dr. Clement Chau, Vice President of Learning at LeapFrog. “Our research underscores the power of interactive play in building early literacy skills, showing that when children are actively involved in their learning, they are more likely to develop a lifelong love of reading.”

To read *The LeapFrog Reading Journey*, visit <http://www.leapfrog.com/readingjourney/>.

Highlights from LeapFrog's Toy Fair 2025 Lineup:

- **Strum & Count Wooden Guitar™** – Strike a chord with this playful guitar featuring colorful fret buttons, pluckable strings and a whammy bar packed with fun and learning! Little rock stars can explore core concepts like colors, numbers and opposites while jamming with the band. Move the squirrel's tail to discover music and games, strumming along to complete songs. With freestyle play, kids can unleash their creativity, experimenting with different styles like acoustic, electric or even barnyard animal sounds! The light-up neck adds a rockin' rainbow effect, making every performance shine. Plus, it's made from 100% FSC-certified wood from well-managed forests. (Ages 18+ months)
- **Preschool Game & Go™** – Hey buddy, it's game time! Grab this handheld video game toy that's packed with mini games and music that introduce kids to numbers, letters, shapes and more. Start with the basics and pop bubbles to dive into letter sounds or go on a treasure hunt to collect and count coins. Level up learning and play with animated animals. Help Penguin slide and jump to collect letters, chomp on numbers with a hungry bug and catch shapes with a little ape. Add a personalized touch to the letters of the alphabet by adding a child's name and they'll see it in the games. (Ages 2+ years)
- **Touch & Learn eReader™** – Featuring interactive phonics stories, fairy tales and games that help children build early reading skills, the Touch & Learn eReader™ engages and delights budding readers. Choose from 10 built-in stories and listen as they are read aloud, encouraging kids to follow along with the words on screen. Interactive games reinforce letter recognition, vocabulary and comprehension in a fun, rewarding way. (Ages 3+ years)
- **LeapStart® Bluey Fun & Games Activity Bundle** – Explore exciting new ways to learn with the LeapStart® Bluey Fun & Games Activity Bundle interactive system. This system with a sleek design grows with your child and gets them excited about learning with interactive touch-and-talk pages. Activities that include games, puzzles and creative challenges enhance learning to help kids build math, reading, problem-solving skills and more. The Bluey Fun and Games activity book, featuring the games Bluey and her family play in the animated show, and an additional activity book are included. The expansive LeapStart® library of books (sold separately) covers a variety of preschool through first grade subjects for 2-7 year olds with more than 30 activities in every book. Many replayable activities have two levels with 50+ key skills per grade level, so kids can play and learn at the right level and move up when they're ready. Included books are preloaded. The easy-to-hold stylus is comfortable for kids of all ages, promotes proper writing grip and neatly clicks into the cover for storage. Take it on the go using the carrying handle. (Ages 2-5 years)

For more information about LeapFrog's newest learning toys, visit www.leapfrog.com.

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About LeapFrog®

LeapFrog Enterprises, Inc. is the leader in innovative learning toys for children that encourage a child's curiosity and love of learning throughout their early developmental journey. For 30 years, LeapFrog has helped children expand their knowledge and imagination through award-winning products that combine state-of-the-art educational expertise led by the LeapFrog Learning Team, innovative technology, and

engaging play – turning playtime into quality time that helps children leap ahead. LeapFrog's proprietary learning tablets and ground-breaking developmental games, learn to read and write systems, interactive learning toys and more are designed to create personalized experiences that encourage, excite and build confidence in children. LeapFrog is a subsidiary of VTech Holdings Limited, which is based in Hong Kong. LeapFrog was founded in 1995 by a father who revolutionized technology-based learning solutions to help his child learn how to read. Learn more at www.leapfrog.com.

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