



LeapFrog® Partners with Misty Copeland to Inspire Kids Through the Power of Movement and Learning

This new collaboration brings LeapMove™ to life, celebrating the joy of movement, imagination, and learning through play

CHICAGO — October 28, 2025 — [LeapFrog® Enterprises, Inc.](#) today announced a partnership with groundbreaking dancer, author, and philanthropist Misty Copeland to shine a spotlight on how movement can spark curiosity for children, turning playtime into a chance to learn and express themselves. LeapMove™, LeapFrog’s motion-based learning system, brings that idea to life by blending motion with interactive games that get kids jumping, stretching, and laughing as they build foundational school skills in math, reading, and problem-solving.

To kick-off the partnership, Misty surprised dance students at a Boys & Girls Club in New York City for an inspiring session that blended creativity, coordination, and confidence while showing how movement brings learning to life. The partnership comes at a milestone moment in Misty’s career, as she celebrates her farewell performance and continues to champion the power of movement as a way for children to learn and grow.

“Movement has always been my language of expression and empowerment,” said Copeland. “As a mom, I’ve seen firsthand how kids light up and learn best when they’re engaged both mentally and physically. Partnering with LeapFrog to launch LeapMove is such a natural fit, because it brings together motion, creativity, and curiosity in a way that helps kids grow their independence and core learning skills while having fun.”

As part of the partnership, LeapFrog is donating over \$40,000 in LeapFrog learning toys to the Misty Copeland Foundation. This contribution will help expand access to educational play experiences and support the foundation’s mission to empower children through movement, creativity, and confidence-building activities.

“Misty embodies everything LeapMove represents: strength, creativity, and the power of movement to spark growth and learning,” said Karen Balduf, VP of Marketing, VTech Electronics North America, LeapFrog’s parent company. “She’s not only a world-class athlete and artist but

also a parent who really understands how active play supports emotional, physical, and academic development. Together, we have a shared commitment to make movement-driven education more accessible to all families and showcase that there's more than one way to learn - it can be joyful, expressive, and full of motion."

For additional information, visit <https://www.leapfrog.com/en-us/products/leapmove>.

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 more than 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 groundbreaking 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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