

LeapFrog Introduces New Early Development and Preschool Toys that Foster 21st Century Learning Skills

LeapFrog's new toys create a balance of early developmental skill building combined with 21st century critical life skills children need to prepare them for the evolving world

EMERYVILLE, Calif., June 8, 2016 /PRNewswire/ -- LeapFrog Enterprises, Inc., the leader in innovative developmental solutions for children, today announced three new toys that introduce 21st Century skills- Melody the Musical Turtle, Count Along Register, and Learn & Groove™ Musical Mat. These forward thinking toys help build the foundation for today's early learning basics while introducing tomorrow's problem solving, creative and social skills through deep, immersive play. Each and every toy has been designed with layers of learning that reward children with new experiences the more they play. With each new discovery, children are encouraged to explore further, unlocking and reinforcing independent thinking, comprehension and persistence skills they'll need for the world ahead.

The 21st Century learning framework is a contemporary education approach that recognizes that education must keep pace with innovation and the knowledge, skills and capabilities kids nurture today must be planted with the foresight for where their world is heading. Although kids will always need key school skills, such as math, literacy, and science, 21st Century learning teaches kids to approach problems and concepts in different ways and prepares children for the challenges of tomorrow. Within a 21st century learning framework, children develop the four Cs – critical thinking, collaboration, communication, and creativity. The framework also includes the development of important character qualities - curiosity, initiative, persistence, grit, leadership, adaptability and social and cultural awareness.

“We believe in thinking ahead and teaching for tomorrow in order to give children the best possible future,” said Dr. Jody Sherman LeVos, PhD, Director of Learning at LeapFrog. “That’s why our toys, games, activities and devices are designed to help prepare today’s children for tomorrow’s world by inspiring them to master core curriculum skills through engaging play, while helping develop the critical thinking, problem-solving, creative and collaborative skills they’ll need to thrive in the 21st century.”

Melody the Musical Turtle

Melody the Musical Turtle is a modern mix of classic memory play with a musical twist. Ten musical activities prompt toddlers aged 2 years and up to find numbers and colors, repeat sequences from memory and create tunes by pressing light-up buttons on Melody’s shell. With layers of gameplay, Melody is a highly engaging toy that kids will want to play over and over again. It fosters skills such as learning numbers and colors, memory, music, as well as key 21st century skills, like collaborative play for well-rounded development. It caters to different skill levels and ages as the activities progress and level up. And Melody can be enjoyed by one or two players for a cooperative play experience.

Count Along Register

With Count Along Register budding entrepreneurs can run a store and expand their imagination through pretend play and exercise social play skills that help them build a foundation for core and life skills. The talking, interactive cash register features an adorable character that talks, sings and lights up, offering much more than typical calculator-like cash registers. The Count Along Register encourages imaginative role playing while introducing preschoolers to early money skills. The register enables kids to explore colors, vocabulary, food sorting, healthy habits, number recognition and counting with a delightful and engaging character.

Learn & Groove Musical Mat

Physical activity play is critical for children's overall development. The Learn & Groove Musical Mat is an interactive floor mat that develops cognitive and physical development. Kids get to move, dance, and play music while they learn foundational mathematics skills, as well as 21st century skills, such as creativity as they compose their own tunes, and collaboration as they play with friends. With over four feet of musical learning play, the Learn & Groove Musical Mat allows kids to use their feet or hands to explore numbers and counting, music and instruments while developing balance and coordination. The musical mat features 3 modes identified by colored lights to keep kids entertained for countless hours.

Availability

Melody the Musical Turtle (MSRP \$19.99, ages two and up), Count Along Register (MSRP \$19.99, ages two and up) and Learn & Groove Musical Mat (MSRP \$29.99, ages two and up) will be available at major retail locations and online in the U.S. in early Fall 2016.

About LeapFrog

LeapFrog Enterprises, Inc. is the leader in innovative solutions that encourage a child's curiosity and love of learning throughout their early developmental journey. For 20 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. 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 based in Emeryville, California, and 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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