

LeapFrog® Unveils LeapFrog LeapStart™, an Interactive Activity Book System for Preschoolers through First Grade

New interactive system and library of activity books bring learning to life to teach key school and life skills and provide children with the tools they'll need to prepare for tomorrow

EMERYVILLE, Calif., June 8, 2016 /PRNewswire/ -- LeapFrog Enterprises, Inc., the leader in innovative learning solutions for children, today unveiled the LeapStart interactive learning system with two platforms, one for Preschool & Pre-Kindergarten and one for Kindergarten & 1st Grade. Jam-packed with school and life skills for curious 2-7 year olds, the LeapStart activity books are designed to help build key skills and challenge kids to get ready for their next step in learning. The system works with a library of re-playable activity books that get kids excited about concepts such as STEM and social skills, reading comprehension and communication, phonics and problem solving, and more.

The LeapStart Preschool and Pre-Kindergarten system comes with an ergonomically designed stylus for smaller hands and activities for Preschool and Pre-Kindergarten children ages 2-4. The LeapStart Kindergarten and 1st Grade system has a sleeker design and helps children ages 5-7 practice finer pen control. Using the stylus in both systems, kids can tap any page to activate audio responses and play activities designed to keep them engaged and coming back for more. Each book in the library is packed with over 30 activities. Games, jokes and songs come to life, enticing kids to trace numbers, hunt for letters, compose their own music, and much more.

A library of 16 activity books across four learning levels has been designed to work with the LeapStart interactive systems (each sold separately). There are four books in each learning level and together they teach 50+ key skills including ABCs, 123s, and beyond. From life skills and daily routines, to space science and coding, the LeapStart library supports core skills integrated with life skills, such as problem solving and critical thinking to help children prepare for the future. Both LeapStart platforms work with all four levels of activity books for complete interchangeability and ability to find just the right level for each set of skills.

Level 1: Preschool

Teaches early fundamentals like ABCs and numbers as well as shapes, colors, creativity, music, and problem solving.

Level 2: Pre-Kindergarten

Introduces early key skills like phonics, writing, counting and critical thinking as well as introducing STEM (Science, Technology, Engineering & Math), and social-emotional skills for starting kindergarten.

Level 3: Kindergarten

Complements school skills like reading, math, science, and geography with life skills like logic and reasoning, global awareness, and health.

Level 4: First Grade

Covers fundamentals like vocabulary and fractions plus helps grow interest in STEM (Science, Technology, Engineering & Math), space science, and problem solving.

“Today’s parents realize that ‘learning’ is more than just ABCs and 123s –it is also about life skills. That’s why LeapFrog’s focus is on 21st Century learning, a framework that includes the foundational classroom skills kids have always and will always need, as well as life skills they’ll need in the future, such as the ability to adapt to changing technology, collaboration skills, and perseverance,” said Jody Sherman LeVos, PhD, Director of Learning at LeapFrog. “Through fun-filled activities and engaging adventures that progress one step at a time, the LeapStart interactive activity book system brings learning to life to provide children with the tools they’ll need to thrive in tomorrow’s world.”

The LeapStart interactive learning systems include a portable kid-tough device with a downloadable Parent Guide that fosters the development of kids ages 2-7 with tips, tricks, and activities that parents and kids can do together. Each system comes with a sampler book: Preschool and Pre-Kindergarten designed for the younger platform and Kindergarten and 1st Grade designed for the older platform.

Availability

LeapStart Preschool & Pre-Kindergarten system (MSRP \$39.99, ages 2-4) and LeapStart Kindergarten & 1st Grade system (MSRP \$39.99, ages 5-7) as well as the 16 LeapStart Activity books (MSRP \$12.99 each, ages 2-7) will be available at major retail locations and online in the U.S. in early August.

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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