



## Interactive Learning Toys from VTech® Honored with PAL Awards

*Touch & Learn Activity Desk™ Deluxe, Go! Go! Smart Friends® Enchanted Princess Palace™ and Baby, Infant and Preschool Toys Spark Language Development Through Play*

CHICAGO, October 19, 2016 /PRNewswire/ Today VTech® announced four products received distinguished PAL Awards, honoring exceptional toys that encourage language, spark fun and invite creative play. The Touch & Learn Activity Desk™ Deluxe, Go! Go! Smart Friends® Enchanted Princess Palace™, Ring & Learn Cash Register™ and Care for Me Learning Carrier™ were all recipients, continuing VTech's series of honors this holiday award season.

"We are thrilled the PAL Awards has recognized our acclaimed Go! Go! Smart and Baby, Infant and Preschool lines, as well as the Touch & Learn Activity Desk Deluxe, which has received superb feedback and continues to be a favorite among both children and parents," said William To, President, VTech Electronics North America. "We strive to create age-appropriate toys that foster development through every stage, and provide fun and engaging experiences. They demonstrate our ongoing commitment to offer products that are both exciting and help advance vital skills like language development."

"VTech continues to seamlessly blend engaging play that stimulates the senses with language experiences to make learning fun," said Sherry Artemenko, PAL Awards founder and speech and language expert. "Our kid testers especially enjoyed the Go! Go! Smart Friends Enchanted Princess Palace, which invites conversation and play with simple phrases to get kids talking and offers lots of accessories to promote pretend play and language development."

Additional details about VTech's award-winning products can be found at [www.vtechkids.com](http://www.vtechkids.com) and include:

- **[Touch & Learn Activity Desk™ Deluxe](#)**: The Touch & Learn Activity Desk Deluxe is a three-in-one desk with interactive activity cards that's expandable for more fun and discovery. The desk features an interactive desktop and five pages to explore that are filled with engaging content including letters, numbers, music, colors and more. Choose from eight expansion packs (each sold separately) that each focus on a specific curriculum like reading skills, animals and numbers. It also transforms from a desk into an easel and chalkboard with plenty of storage space for art supplies to encourage play and discovery. The LED display illustrates letter and number stroke order and how to draw basic shapes. For even more fun, toddlers can play with the toy telephone or listen to fun tunes on the music player. Enjoy hours of fun as kids create, discover and learn. (Ages 2-5 years, MSRP: \$54.99)
- **[Go! Go! Smart Friends® Enchanted Princess Palace™](#)**: Explore each magical room in the Go! Go! Smart Friends Enchanted Princess Palace. This epic palace expands to four feet long and has a variety of luxurious rooms including a ballroom, music room, kitchen, bedroom and observation tower. While exploring the palace with Princess Darla, place her on the five MagicPoint locations to experience her friendly personality, lights and more. When Princess Darla sits at her MagicChat tea set table with a friend (additional characters sold separately), they will interact by chatting and singing with each other. The palace also has a clock with a movable hand and three light-up buttons that introduce words, colors, letters and numbers and play magical melodies and sing-along songs.

Toddlers can create a whole kingdom featuring princesses, princes, fairies, magical creatures and more with Go! Go! Smart Friends characters and playsets (sold separately). (Ages 18 months - 5 years, MSRP: \$59.99)

- **[Ring & Learn Cash Register™](#)**: Little shoppers will love filling their basket with healthy play food and pretending to buy it with this interactive toy cash register. Weigh the food, ring up the order and use the credit card to pay for the groceries. Each interaction is rewarded with a variety of playful phrases, fun sounds, songs and music. Press the light-up number buttons to introduce numbers, colors, food and play healthy-eating phrases. For more role-play fun, press the “open” button to pop open the cash register drawer. (Ages 12-36 months, MSRP: \$24.99)
- **[Care for Me Learning Carrier™](#)**: The Care for Me Learning Carrier is an interactive pet carrier that lets little ones take their plush pet anywhere! Put the plush puppy inside or take her out of the carrier and hear playful phrases when opening and closing the door. The activity panel on the side of the carrier is packed with learning fun. Press the light-up buttons to learn about colors, shapes, pet care and more. Sliding the letter beads introduces letters and plays music. Sliding the window and spinning the roller add to the fun and encourage motor skills. The carrier also includes four pet care accessories so toddlers can groom, feed and play with the cuddly puppy. (Ages 9-36 months, MSRP: \$24.99)

### **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, almost 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. The company also has a broad range of award-winning infant and preschool products available in 24 different languages worldwide, with more than 100 new products introduced every year. VTech was awarded a prestigious 2015 Toy of The Year (TOTY) Award for its Go! Go! Smart Animals® Zoo Explorers Playset™. In order to further strengthen VTech's position as a learning authority, the company's Expert Panel, with esteemed experts in reading, language arts, science, math, and child development, consult on new product introductions.

VTech Electronics North America, LLC is based in Arlington Heights, Illinois. VTech Electronics Limited is headquartered in Hong Kong with distribution globally.

For more information on VTech's additional product lines, visit [www.VTechKids.com](http://www.VTechKids.com), [www.facebook.com/VTechtoys](https://www.facebook.com/VTechtoys) on Facebook or follow @VTechToys on Twitter.

### **About PAL Awards**

Established by respected speech and language expert Sherry Artemenko, the **PAL Award** identifies unique toys, games and books that through their design, quality and character, encourage play that advances language. PAL winners in the hands of kids, spark fun and creative play with lots of talk. Such toys, recognized on the basis of her child development expertise, are complemented by practical

coaching in her blog, showing parents and caregivers how to get the most from toys, games and books to build language and underlying cognitive skills.

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