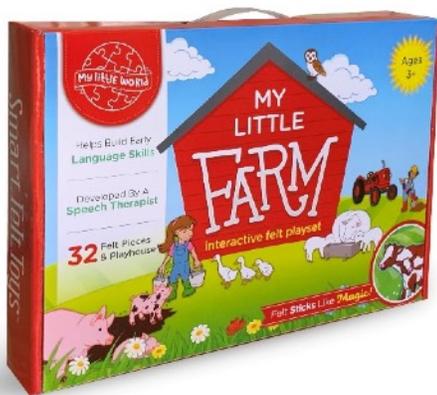




All-New ‘My Little Farm Activity Kit,’ from Award-Winning SmartFelt Toys™ Wins Oppenheim Toy Portfolio Gold Seal Award (2019) and Oppenheim Toy Portfolio SNAP Award (2019)



Los Angeles (June 20, 2019) --- Parents--Tired of buying the latest digital devices and games for your kids that advertise educational components yet leaves them glued to the screen and inactive for hours? Well, look no further than the all-new **My Little Farm Activity Kit** from award-winning SmartFelt™ Toys that just won two awards from Oppenheim Toy Portfolio, the Independent Guide to Children’s Media, one of the nation’s top organizations, which honors the very best in children’s toys.

In making the announcement the organization rewarded **My Little Farm** with the Oppenheim Toy Portfolio Gold Seal Award (2019) that is “Given to outstanding new products that enhance the lives of children.” The Activity Kit also won the Oppenheim Toy Portfolio SNAP Award (2019). “The Special Needs Adaptable Product Award (SNAP) is given to products that can be used by or easily adapted for children with special needs.”

Perfect for indoor and outdoor fun, **My Little Farm**, the second title in the *My Little World* activity series, is an interactive play set made of felt. With 32 soft stick-able pieces and a four-panel felt board that easily assembles into a reversible 3D barn and farm, kids can either match the felt pieces to the

outlines on the panels, or place the felt pieces wherever they like on the free expression panels to create their own stories. In addition to building early language and vocabulary, children will be sharpening their matching skills, imagination, creativity and cooperation -- early childhood concepts that are so important to a child's development.

Oppenheim Toy Portfolio says that *“Use this as a felt board that can lie flat or stand up as a bright red barn with four walls. The felt pieces are more elaborate than most and can be used for a matching game on two of the interior walls or used for dramatic play on the end walls or the exterior walls. Developed by a speech therapist, this is an excellent choice for language development. It has 32 pieces to use with the two-way playhouse. A playful prop for expanding vocabulary, a knowing and naming, encouraging storytelling, imagination and interactions. 3 and up.”*

My Little Farm Activity Kit also received the Parents' Choice Recommendation award.

The *My Little World* activity series is the brainchild of Yvonne Johansen, a speech and language pathologist, who wanted to create a fun, pretend world that would encourage little learners to build early language skills, develop storytelling and increase vocabulary, grammar and matching skills.

The first activity set in the series, *My Little House*, received many awards and honors including Dr. Toy 10 Best Gifts, National Parenting Publication Award Winner, PAL Top Ten, Tillywig Toy Brain-Child Award, Autism Live Top Toy Winner and others.

Suggested retail price is \$39.99 each and recommended for ages 3 and older.

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