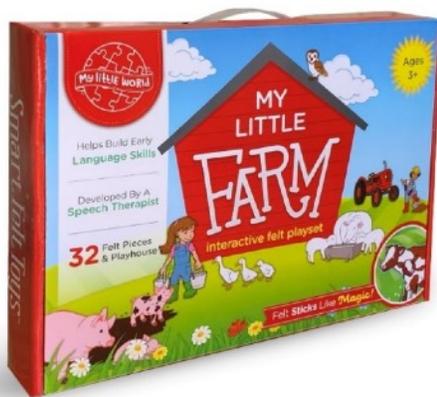




All-New ‘My Little Farm Activity Set’ from Award-Winning SmartFelt Toys Wins Parents’ Choice Recommended!



Turn off your kids' computer screens and let them experience the joy of classic open-ended, sensory play on **My Little Farm**, the newest title in the *My Little World* series of activity sets from award-winning SmartFelt Toys that just received a Parents Choice Recommended Award!

Perfect for indoor and outdoor fun, **My Little Farm** 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 announcing the award, a reviewer for Parents’ Choice said, *“Our parent testers made sure to note the attention to detail on felt pieces is outstanding... We laud toys that seamlessly blend learning and play; this sweetly appealing, easy to fold up and put away set does just that.”*

Now available online and at select retail outlets, **My Little Farm** is kid-powered imagination brought to life in a kid-friendly farm environment. The activity set includes a bright bold red barn, an adorable farm family and cute animals that provided endless interactive multi-sensory opportunities for pretend play. Children will be having so much fun on **My Little Farm** that they won't even realize that they are learning!

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.

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.

SmartFelt Toys is currently developing future titles in the *My Little World* series including My Little Neighborhood, My Little Zoo, My Little Schoolhouse, My Little Hospital, My Little Firehouse, My Little Police Station, My Little Aquarium and more.

About Parents' Choice

Established in 1978, Parents' Choice Awards® is the nation's oldest nonprofit program created to recognize quality children's toys and media. In a landscape awash with products marketed as "educational," the **Parents' Choice Awards Program** identifies those that live up to the marketing claims. Our selection process screens for originality of design and purpose, long-term learning value, long-term play value, fair market value, and fun. **Parents' Choice Award winners** attest to the power of learning through play. Visit <https://www.parentschoice.org>.

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