

CONTACT: KidStuff Public Relations
Lisa Orman, 608-767-1102
Lisa@KidStuffPR.com



BOREDOM BUSTERS & CREATURE COMFORT TOYS FOR HOUSEBOUND FAMILIES

Helpful Hints To Conquer Two Weeks (Or More) Of Social Distancing, The New Normal For Kids And The Grownups Who Love Them

(March 16, 2020) – In every generation, kids have gravitated to a stuffed animal, a security blanket, a favorite story in times of stress. These welcomed childhood passions gave comfort once the lights turned off or when feeling sad. Never has there been a better time for kids to maintain their childhood innocence and peace of mind with toys or stories than now. KidStuff PR, play experts for over 25 years, have some tips for ordering toys & games, podcasts and crafts online to keep fear, sadness and yes, boredom at bay.

Parents and grandparents have been watching the spread of COVID-19, the disease caused by the coronavirus, across the globe and in their states. The new normal in many neighborhoods is to stay home for days or weeks avoiding school, religious services, movie theatres or Spring Break vacations.

Almost everyone has experienced a *Snow Day* or *Hurricane Day* when things briefly shut down. Kids even look forward to a day off or two! Today's news is different. But coping as a kid is not. Let's keep the child in childhood as long as we can with these playthings and past-times that spark play and imagination.

Media and mom bloggers have been asking KidStuff PR President Lisa Orman to recommend some boredom busters to their readers. Orman is also a Board Member of ASTRA, the American Specialty Toy Retailing Association, giving her an extra layer of knowledge in the toy market. Her initial reaction was “stay calm and hug a Moosh-Moosh,” one of a series of plush pals that won a national award as a *Top Sensory Toy from Autism Live*. Kids on the spectrum found the plush profoundly calming. We could all use a little playful lift and calming toy right about now.

Listed randomly are great suggestions for kids of all ages:



Moosh-Moosh (<https://moosh-moosh.com/>) makes the most butter-soft, cuddly, huggable plush you ever felt. Who couldn't use a cuddle? Since their debut two years ago, Moosh-Moosh has wowed retailers, families and industry gurus as the softest plush pals around. College coeds, tweens and preschoolers appreciate how the varied Moosh-Moosh characters offer company, comfort and love as a pillow pal, bedtime buddy and cuddle companion whenever and wherever they are needed. They are nicely priced starting at \$16.99.

Adventerra Games (<https://adventerragamesusa.com/>) makes four environmentally-themed games that teach kids to be smarter consumers and caretakers of our planet through game play. All four are [STEM.org](https://stem.org) authenticated as true STEM products, so you know the kids will learn key STEM lessons while playing these games. Fun for the whole family and kids as young as 7, these are a great addition when Family Game Night morphs into a daily routine with the kids needing enriching educational experiences.



Le Toy Van (<https://letoyvan.com/>) makes beautifully designed wooden toys that take imaginative play to a whole new level. For kids as young as 1 and up to school age, Le Toy Van pretend-play toys will give kids a needed outlet to get their minds off real life worries.



They can have a puppet show, plant a pretend garden with wood veggies or fruits or play “store” with a cash register, vintage phone, card reader and pretend food. Moms and dads will feel soothed to play with these finely crafted toys and be transported to playland for a bit with their children.



Chalk of the Town (<https://www.chalk-of-the-town.com/>) products let kids express their inner artist or character or personality. They can also express their feelings like “I miss my friends” or “I love my family.” The patented chalkboard surface printed on fabric T-Shirts, Totes and patches come with special markers. Stencils help those who don’t have the artful gene. When done, wipe it off or throw it in the wash and start again!



Salus Brands covers every phase of childhood in one company! Got a ukulele in the house? How about some slime or a crafts kit? The word “keiki” is Hawaiian for “little one” and **Keiki Ukuleles** (<https://keikimusic.com/> (available at QVC.com and Amazon) are designed for your little ones to learn to pluck, strum, and play along to their favorite songs! Whether a beginner or a master musician, this small instrument is sure to rev up free time in a delightful way! **DIY Slime Kits in Unicorn, Volcanic & Original** (available at Zulily and Amazon) are tactile activities boys and girls love to get their hands on! There’s a science lesson in every stretch and pull. **Build Buddiez** (<https://www.facebook.com/buildbuddiez/>) (in stock at



Amazon) start out as soft moldable putty. The Snowman Craft Kit lets kids shape and reshape their perfect snowman over and over. Don’t forget to add the finishing touches with the enclosed accessories—hat, scarf, buttons and the iconic carrot nose.



Sometimes sitting on the couch and listening to a podcast, snuggled next to Dad or Mom, is the way to go. **Imagine Neighborhood** podcast series (<https://www.imagineneighborhood.org/>) is the ideal non-screen option for parents. While there are many options in the podcast market, The Imagine Neighborhood is a storytelling show produced by Committee for Children, and it’s designed to help parents and kids deal with big emotions. The first episode, launching March

16th, is actually about talking to your children about feeling scared. Children listen and notice what’s happening around them even when not included in the conversation. This podcast reminds us that they should be part of the conversation. Find the free podcast at [iTunes](#), [Spotify](#), [Google Play](#) and [Stitcher](#).

3UP 3DOWN is a fast-paced, family-friendly discard game with a surprising finish! It takes just 3 minutes to learn, and 10 minutes to play. 3UP 3DOWN is fun for the whole family – if you can count to 10, you can win! Plus, it has educational value for younger kids because it uses concepts of greater than, less than, and equal to. 3UP 3DOWN is so fast and fun, you’ll all say, “Let’s Play Another Round!”



Story Time Chess (<https://storytimechess.com/storytime-chess-the-game/>) is based on a chess teaching method that has been utilized and perfected over the last 12 years through a New York City-based company



called Chess At Three, which has successfully taught over 80,000 children in the last decade how to play chess through stories. The same story-based curriculum being used by these tutors is also being licensed by over 1000 schools. The brand-new game compresses 12 years of knowledge from teaching young kids how to play chess and the result is a beautifully designed game that can teach any person from age 3-103 how to play chess through fun engaging stories and exercises.

Not Parent Approved, a PG-rated multi-award winning word game exclusively on Amazon for \$24.99 at <https://www.amazon.com/notparentapproved> is ideal for days inside, picnics multi-generation family nights and road trips! Designed to reintroduce a love of tabletop games for a screen-obsessed generation. Filled with age-appropriate toilet humor and funny innuendos for adults—watch the giggles and snorts ensue! The smaller sized cards are ideal for the youngest members of the family. Ages 8 and up.



Families who are sports fans may be feeling deprived since many sports have cancelled their seasons and upcoming events. **Across The Board** (<https://acrosstheboardgame.com/>) has a full line of fun and unique games hand crafted to entertain for generations, including many sports-themed games. Hit a home run with this handcrafted **Baseball Game, \$56!** Fun for rookies and major league players alike, this game is easy to learn and fun for hours! Roll the dice and run the pegs around the bases to score a run.



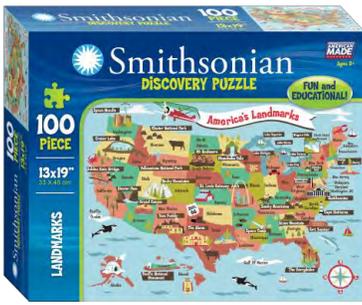
Combine a little luck and a lot of strategy to outwit your opponents and bring your marbles home with **Marbles & Jokers, \$62.** For those new to the game, Across the Board includes a handful of “Cheat Sheet” cards to keep the game simple!

Also, from Across the Board, **Farkle, \$28,** is a simple and fun dice game that has been handed down for generations. The first player to score 10,000 points wins! Choose when to risk more points and when to save your points. Game features dice tray, six dice, dry erase score sheet and marker.



Looking to burn some energy and stop the boredom in the house? What better way than to go outside, run around and make some bubbles! **WOWmazing Giant Bubble Wand Kit** makes amazingly huge, fun bubbles for all ages. So many tips & tricks to try that will keep you entertained for hours, enjoying some old-fashioned fun. Offering three different kits starting at \$14.95 to fit everyone’s needs. The 2-handle design and the bubble concentrate are what sets this kit apart from others, which was used to set the big bubble world record in the last 25 years! The kit contains everything you need to create bubbles that are ginormous, colorful, and fun: a set of giant bubble wands, a pouch of WOWmazing Bubble Concentrate (made in the USA), and a Tip & Tricks booklet. It’s a lightweight, durable, colorful outdoor activity for everyone that is easy to use and can be used anywhere for some outdoor family fun. Everyone that sees your bubbles will be sure to say “WOW...Amazing!”

It’s a lightweight, durable, colorful outdoor activity for everyone that is easy to use and can be used anywhere for some outdoor family fun. Everyone that sees your bubbles will be sure to say “WOW...Amazing!”



In the past week, specialty toy stores said the #1 item they sold like hotcakes the past week was jigsaw puzzles. The **Smithsonian Discovery 100 Piece Puzzles** from SD Toyz will be especially popular with grandparents pitching in to help the kids (\$12.99, available at www.SDToyz.com) Fun, educational, encouraging kids to problem solve while aiding in motor skills development, and teaching them about America's great landmarks. In our line of Smithsonian Puzzles, we have a variety of different themed puzzles including Endangered Species; Oceans; and Space Exploration. The site also sells Smithsonian 3D puzzles and craft kits.

Kids can get their creativity on with **Perfect Craft Memory Walk Stepping Stones** (\$19.99, available at www.sdtoyz.com) Cast, customize, paint, personalize. In our line of Perfect Craft, we have 12 different kits, including Flower Pots, Picture Frames, Jewelry Boxes and more. Endless hours of fun and creativity.



There's nothing like music to lighten the mood and soothe the soul. The award-winning **Blipblox** <https://blipblox.com> is more than a toy, it is a completely new way for kids (and adults) to explore electronic music. Children, even those with no music experience, take to the Blipblox quickly and continue a focused play for extended periods of time. At the preschool age, kids love to incorporate the Blipblox into imagination play, so it becomes a spaceship controller or lava flow meter. At 5 to 8 years old, boys and girls still like the lights and levers, but many are also starting to understand that they are controlling and creating sound. They especially enjoy the kick and snare drum beatbox controls. Tweens may at first think the Blipblox looks like a little kid's toy, but they quickly realize it is a real musical instrument. This is also the age where Dad can think about breathing new life into that old MIDI keyboard so kids can start playing their own melodies. Tweens and teens who already have experience with a DAW will soon realize that the Blipblox is a fully functional synthesizer that can be used for music production. Ships with 3 AA batteries, 1 DC-USB power cord, 1 Quick Start Guide.



The wonder of growing your own butterflies will bring joy to any family. The **Butterfly Farm** from Insect Lore provides children and adults alike the wonder of metamorphosis! It includes a pop-up habitat with ultra-clear panel ideal for viewing Painted Lady butterflies; a tuck away learning panel on the habitat showing all 4 stages of metamorphosis plus five baby caterpillars with all the food they need. Inside this kit are a Flower butterfly feeder, sugar packets, Deluxe Chrysalis Station Log, a feeding dropper and helpful caterpillar-raising tips! Includes a free Butterfly Observation Journal filled with STEM-inspired, FUN activities to keep kids occupied. Order online for \$27.99 and have the live caterpillars arrive with your kit.



With a ReadySetz, <https://readysetz.com/kids/> kids can create an epic toy battle using action figures, building blocks and other multi-use pieces already in the toy box. Getting down on the floor to play with a ReadySetz playset is like entering a play world. More than a cardboard box, ReadySetz has everything a kid could dream of -- ramps, trap doors, tunnels, landing pads -- surrounded by a large photo realistic backdrop of an Urban landscape or Space Base. Each playset comes in two sizes and boasts family-friendly features from 0% plastic, 100% recyclable to fold-flat-for-storage convenience. Best of all, it arrives fully assembled and only takes seconds to unfold for play or fold for storage!"

Why not make kids' screen time both fun and educational? **Cosmic Cubs** (www.cosmiccubs.com) who take youngsters into cyberspace to learn about ecology, the solar system and most important, proper space dressing!



5.0 ★★★★★
2 Ratings

4+
Age



Say hello to *Ertle* (rhymes with turtle), *Luna*, *Sunny*, *Neeto* and *Juno*, some of the 10 **Cosmic Cubs** that kids will meet in one of three Apps available for Android and IOS platforms, now available from the **iTunes App store or Google Play**. Kids will love the Cosmic Cubs Eco Puzzle, Space Puzzle or Dress Up apps (all are free for some content and \$1.99 for full access). A fourth app, Cosmic Cubs Coloring App, will launch next week! Printable Cosmic Cubs Coloring pages reinforce what youngsters discover on their Apps and lesson plans for the Planets, the 3R's (reduce, reuse and recycle), and activities all are free and available at the website.

“All of our KidStuff PR clients’ products are in-stock and shipping now,” reminds Orman to her mom bloggers and press contacts. “As we learned at NY’s Toy Fair, much of the toy industry has 6-8 week delays due to production overseas. Not so with the recommended products above.”

About KidStuff Public Relations

KidStuff Public Relations has been helping specialty toy and game manufacturers and retailers grow since 1994. What separates KidStuff PR from other agencies is the hands-on, personal approach that each client receives. Every month KidStuff PR clients grace the pages of top parenting and women’s magazines alongside products from industry giants like Mattel, Hasbro and Spinmaster. KidStuff PR clients consistently garner so much media attention that the agency itself makes news! Lisa Orman is the go-to-pro to capture the value of public relations for both start-ups and successful companies and how social media plays into her clients’ connection with their target market consumers. For testimonials, TV spots and current client roster, click on <https://kidstuffpr.com>