

Press Release



## Mary Meyer Creates a New Baby Einstein Line

*Mary Meyer Stuffed Toys has created a new line in collaboration with Kids2™ called Baby Einstein™ First Discoveries. These toys focus on bringing all of baby's senses into playtime.*

**ATLANTA, June 22, 2020**—This new line is following a trend toward active and imaginative toys that engage all of baby's senses and nurture mother-baby bonds by encouraging shared play. The First Discoveries collection brings the best of both companies together to create a gift-worthy boutique that marries form and function.

"Play is joy and play is comfort," says Linda Colson, VP of sales, "We live in complex times and children are incredibly sensitive to stress. Now more than ever, the simple gift of joy and comfort has such meaning."

The toys provide a new take on four of Baby Einstein's most iconic and beloved characters—Cal the Caterpillar, Neptune the Sea Turtle, Tinker the Tiger, and Zen the Zebra. Crinkle teethers, blankets, activity balls, and hand puppets all give baby lots to discover, as well as giving mom plenty to point to and talk about, all wrapped in the softest, warmest fabrics available. Included with each toy is a special hangtag that provides moms with tips on how to engage with baby using the toy.

"Baby Einstein has always been synonymous with young curiosity and this partnership blends Mary Meyer's lush materials and innovative designs with Baby Einstein's characters and inherent inquisitiveness," says Karen Neblett, Executive Vice President Business Strategy and Development for Kids2.

Each piece of the line is built with interactivity in mind, "These gifts are the best of both worlds, with features that engage a baby in each of their senses while inviting parents to play along too," says Lead Designer—and Mary Meyer's grandson—Steven Meyer.

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**Learn more about this special collection:**

**<https://marymeyer.com/product-category/baby-einstein-first-discoveries/>**

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# First Discoveries Provides a New Way to Play with your Baby.



Your baby is constantly discovering. And sparking their curiosity is one of parenting's greatest rewards. Use play as an opportunity to create sensory experiences that motivate them to explore alongside their first teacher - you!

**discover more**

**Ways to play with the Crinkle Toy**

- Point to and name the different colors and shapes.
- Run baby's fingers over the unique textures of each fabric.
- Squeeze the center to activate the squeaker and notice how baby reacts to the sound.

A special hang tag highlights various details with suggestions for play activities parents can focus on with their baby.

**Scrunch it in your hands** and notice how baby reacts to the crinkle sound.

**Find the squeaker** and squeeze to experience cause and effect.

**Run baby's fingers** over the unique textures of each fabric.

**Shake the ball** to activate the chime and notice how baby reacts to the sound.

**Point to and name** the different colors and shapes.

Talking as the character, tell baby what kind of animal it is, where it lives, and what other animal friends it has.

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