



Super Why! products from Learning Curve hit shelves at Toys 'R' Us

by: Emily Claire Afan
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An array of Super Why!-licensed preschool products have debuted exclusively at Toys 'R' Us this month from Learning Curve Brands, ranging from vehicles and action figures to electronic learning aids.

The toys have been designed to educate and engage preschoolers by encouraging imaginative play and incorporating literacy skills. With a number of products available for US\$20 or less, the line offers children and parents fun products at affordable prices.

Out of the Blue Enterprises will be hosting in-store events at TRU locations nationwide on Saturday, June 13, featuring storytelling, reading-focused games, activities and giveaways, while supplies last. Shoppers can experience hands-on toy demos and receive special premiums, coupons and more, also while supplies last.

Super Why! toys will then rollout to other retailers nationwide in August. For more info, check out www.learningcurve.com/superwhy.

<http://www.kidscreen.com/articles/news/20090608/superwhy.html?word=Super&word=WHY>