



## **LeapFrog® Scoop & Learn Ice Cream Cart™ Selected as Finalist for Prestigious Toy of the Year Award from The Toy Association**

CHICAGO, November 6, 2017 /PRNewswire/ Today LeapFrog® Enterprises, Inc., the leader in innovative learning toys for children, announced its Scoop & Learn Ice Cream Cart™ has been selected as a finalist for a 2018 Toy of the Year (TOTY) Award from The Toy Association in the preschool category. The winners will be announced at the annual awards ceremony held on February 16, 2018.

“We couldn’t be happier with the response we’ve received to the Scoop & Learn Ice Cream Cart,” said William To, President, VTech Electronics North America. “It has won a number of awards this holiday season, anchoring our LeapFrog infant and preschool line, and we are thrilled to add a nomination for a prestigious Toy of the Year Award.”

The Scoop & Learn Ice Cream Cart lets kids create a variety of imaginative and tasty-looking ice cream combinations using four flavors of ice cream, three toppings and three syrup flavors. Kids can use the magic scooper to scoop up the ice cream and toppings to build customer orders and it will recognize the colors and flavors. Then they can press the pump to add pretend syrup while counting to ten. Build memory and sequencing skills by choosing from six cute animal order cards and following the instructions. Kids can ring the bell to let them know their order’s up! Playful phrases introduce colors, numbers, flavors and more while you explore the cart’s features and six activity cards. When kids are ready to move to a new location, place the accessories in the correct places or put them in the two storage drawers and push the cart around to hear upbeat songs and music. (Ages 2+ years; MSRP: \$39.99)

The winners of the TOTY Awards will be selected by ballots cast by consumers, toy retailers, media and Toy Association members. Consumers can vote for their favorite playthings of the year at [www.ToyAwards.org](http://www.ToyAwards.org) now through January 5, 2018.

For more information, visit [www.leapfrog.com](http://www.leapfrog.com).

### **About LeapFrog**

LeapFrog Enterprises, Inc. is the leader in innovative learning toys for children that encourage a child's curiosity and love of learning throughout their early developmental journey. For more than 20 years, LeapFrog has helped children expand their knowledge and imagination through award-winning products that combine state-of-the-art educational expertise led by the LeapFrog Learning Team, innovative technology, and engaging play – turning playtime into quality time that helps children leap ahead. LeapFrog's proprietary learning tablets and ground-breaking developmental games, learn to read and write systems, interactive learning toys and more are designed to create personalized experiences that encourage, excite and build confidence in children. LeapFrog is a subsidiary of VTech Holdings Limited, which is based in Hong Kong. LeapFrog was founded in 1995 by a father who revolutionized technology-based learning solutions to help his child learn how to read. Learn more at [www.leapfrog.com](http://www.leapfrog.com).

**About the Toy Association**

[www.toyassociation.org](http://www.toyassociation.org) / [www.thegeniusofplay.org](http://www.thegeniusofplay.org) / [www.playsafe.org](http://www.playsafe.org)

Founded in 1916, The Toy Association™, Inc. is the not-for-profit trade association representing all businesses involved in creating and delivering toys and youth entertainment products for kids of all ages. The Toy Association leads the health and growth of the U.S. toy industry, which has an annual U.S. economic impact of \$107.5 billion, and its 950+ members drive the annual \$26.5 billion U.S. domestic toy market. The Toy Association serves as the industry's voice on the developmental benefits of play, and promotes play's positive impact on childhood development to consumers and media. The organization has a long history of leadership in toy safety, having helped develop the first comprehensive toy safety standard more than 40 years ago, and remains committed to working with medical experts, government, consumers, and industry on ongoing programs to ensure safe and fun play.

As a global leader, The Toy Association produces the world-renowned North American International Toy Fair and Fall Toy Preview; advocates on behalf of members around the world; sustains the Canadian Toy Association; acts as secretariat for the International Council of Toy Industries and International Toy Industry CEO Roundtable; and chairs the committee that reviews and revises America's widely emulated ASTM F963 toy safety standard.

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