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## Fact Sheet

### Mission/Vision

- Provide a launch pad to ignite imagination and a sense of wonder in all children so they can discover themselves, their passions and their purpose.
- Take Back Childhood

### Company Facts

- Company established in 1988 in Wilton, Connecticut
- Sponsor entrepreneurship program at Duke University
- Ship products over 190 countries
- Employ over 1,000 employees

### Leadership

- Melissa and Doug Bernstein, Presidents and Co-founders
- Lee Tsukroff, Chief Financial Officer

### Toy Facts

- All products:
  - Designed in-house in Wilton
  - Undergo extensive product testing
  - Feature safe and simple concepts
  - Imitate adult behaviors

### Popular Products

- Wooden puzzles
- Arts & crafts products
- Plush toys
- Educational toys

### Product Goals

- Free play
- Creativity
- Imagination
- Learning
- Discovery of passion and purpose

### Gallup Partnership

- Launched the Time to Play study
- Nationwide study to examine parents' perception of play