



## 2020 FISHER-PRICE® FACT SHEET JPMA SHOW

As the #1 Baby and Preschool toy brand in the world, Fisher-Price® is on a mission to make the lives of families easier and more fun, with baby gear that helps new parents feel ready for anything and toys that delight and help teach kids as they grow from infants to curious toddlers to imaginative preschoolers. Fisher-Price recently introduced a new brand campaign, “Let’s Be Kids,” which celebrated seeing the world as a kid sees it. The campaign is the Fisher-Price Brand’s invitation to grown-ups to look at the world with openness, optimism, humor and enthusiasm – the way kids do.

### **SLEEP**

Sleep is parent’s #1 pain point and it’s a constantly moving target because the issues change and persist as the child grows. A good night’s sleep is the holy grail in parenting yet it’s a constant challenge for the first 5 years of a child’s life. While the issues change with age, one thing can help create consistency and that’s routines.

Fisher-Price is diving deeper into this category than ever before to help young families get more rest because sleep is at the core of healthy development.

### **Fisher-Price® Hoppy Dreams™ Soother & Sleep Trainer (GMN58)**

SRP: \$49.99 | 18M+ | Available Fall 2020

- The Fisher-Price Hoppy Dreams Soother and Sleep Trainer is one smart cuddle buddy. The Smart Connect™ app lets you customize and control all the settings, without disturbing your sleeping tot.
- This plush Bunny helps soothe toddlers and introduces sleep training with a multi-color light-up belly that lets kids know when it’s time to sleep and when it’s okay to wake up and hop into a new day.
- Set bedtime, wake time and naptimes to help establish a sleep routine
- The sleep expert-approved, Ready, Settle, Sleep™ playlist includes 20 minutes of music and 4 soothing sounds to help little ones drift off to sleep.
- Customize the music, sounds, light color, brightness and set timers to indicate when it’s time to sleep or wake up.
- Little ones will love tucking their bunny into bed with the role play eye mask and soft blanket



### **Fisher-Price® Lumalou™ Better Bedtime Routine System (GLD09)**

SRP: \$99.99 | Birth+ | Available Late Fall 2020

- First of its kind all-in-one bedtime solution that makes bedtime better from start to finish.
- Lumalou has parents covered from the start of the bedtime routine to morning wake up with three modes of use:
  - Routine Helper - Lumalou keeps kids on track with a personalized step-by-step routine, gamifying the process to keep them motivated and on track.
  - Sleep trainer – Set bedtime, wake time and naptime to help kids understand when to stay in bed and when it's OK to get up.
  - Soother – Soft, backlit multi-color lights and soothing music are fully customizable based on child's preferences
- The Smart Connect™ app lets you control and customize the routine tasks, lights, music and timers, to ensure a personalized bedtime routine as little ones grow.
- The sleep expert-approved, Ready, Settle, Sleep™ playlist includes 20 minutes of music and 4 soothing sounds to help little ones drift off to sleep.
- The on trend, gender neutral aesthetic makes the wall mounted cloud look modern and fit within any nursery décor.
- Lumalou functions as a nightlight to provide security and comfort and also features a clock for midnight check-ins and to introduce time as little ones grow



### **ON-THE-GO**

Families are on the go now more than ever, and so is Fisher-Price®. With the On-the-Go segment of products, Fisher-Price is making it easier to travel with both indoor and outdoor use in mind, perfect for the beach, park, camping, or your living room.

### **Fisher-Price® On-the-Go Swing (GHP39)**

SRP: \$99.99 | Maximum weight: 25lbs | Available Fall 2020

- The Fisher-Price® On-the-Go Swing is made for travel so that your little swing setter can enjoy soothing comfort wherever you go.
- The swing's 6 speeds and collapsible, sun-blocking canopy help keep your infant calm and comfy indoors or out.
- The swing easily folds and has a convenient carrying handle so you can pick up and go.
- Use from birth until child attempts to climb out of product (approximately 9 months).



### [Fisher-Price® On-the-Go Baby Dome \(GHP44\)](#)

SRP: \$69.99 | Available Now

- The Fisher-Price® On-the-Go Baby Dome is a cozy, portable play space featuring a comfy pad for your baby to nap or play on, a canopy that protects against the sun's bright rays, and insect-protective netting.
- Two colorful toys dangle overhead, which can be removed and placed within your baby's reach for tummy-time play.
- The dome folds easily for storage and travel.
- Where development comes into play™
  - Security & Happiness: The dome's soft padding and sun-blocking canopy help your baby feel secure when away from home.
  - Sensory: The linkable toys overhead grab your baby's attention and encourage eye tracking.
  - Fine Motor Skills: Move the toys within your baby's reach and watch those little hands grasp and explore all the fun textures, helping to strengthen their dexterity.
- Use only with a child who is unable to push up on hands and knees, sit up unassisted, or grasp side and pull upward.



### [Fisher-Price® On-the-Go Sit-Me-Up Floor Seat \(GHP43\)](#)

SRP: \$59.99 | Available Now

- The Fisher-Price® On-the-Go Sit-Me-Up Floor Seat is a super-convenient dining and play chair for your favorite little travel companion.
- The soft fabrics and wide base of this infant chair help support your baby as you sit them up to interact with the world around.
- When outside, the overhead canopy helps protect against the sun's bright rays.
- The seat folds flat, making it easy to store or take with you as you travel.
- Where development comes into play™
  - Security & Happiness: A comfy and supportive upright seat on a wide, sturdy base lets your baby see and interact with their surroundings (and you.).
  - Gross Motor: Your baby's balance and coordination skills are strengthened as they learn how to sit up on their own with the support of the chair.
- Use only with a child who is able to hold head up unassisted and who is not able to climb out or walk.



## **INFANT**

Infant toys help teach babies critical skills for development, while incorporating elements of fun and learning together. Our toys are rooted in research and we know that different parents look for different types of toys for their little ones.

### **Fisher-Price® Deluxe Kick & Play Piano Gym (FGG45)**

SRP: \$49.99 | Birth – 36M | Available Now

- Introduced in 2011, the Kick & Play Piano Gym kicks play time up a notch, inspiring over 11 million kicking feet around the globe
- This deluxe gym features five light-up piano keys, a repositionable toy arch, and four musical settings that keep your little one rocking out for years.
- As your baby grows from lay and play to tummy time to sitting up at the piano, you can change up the music and learning, too.
- Smart Stages™ technology lets you change the learning content to best fit your baby's age and stage, while real piano notes encourage your little Mozart to create a tune of their own.
- You can even detach the keyboard for musical fun on the go.
- Where development comes into play™
  - Sensory: Lots of bright colors, a variety of textures, and all those exciting songs, sounds and phrases stimulate and engage your baby's developing senses.
  - Gross Motor: With all that kicking, reaching, and pushing up, those little muscles are getting ready for big things.
  - Curiosity & Wonder: Rewarding activities like pushing on the piano keys and hearing fun tunes will keep your baby coming back to this gym again and again.
  - Early Academics: As your little active learner kicks and plays away, they'll hear phrases and songs that reinforce what they see, introducing them to colors, shapes, numbers and animals.



### **Fisher-Price® Rainforest™ Jumperoo® (K6070)**

SRP: \$99.99 | Birth+ | Available Now

- There are so many sights and activities to discover on this brightly colored Rainforest™ Jumperoo® entertainer—music, lights and exciting sounds reward your baby's every jump.
- The seat spins so baby can see all around and play with busy toys including a bobble elephant and swinging monkey, that captivate your baby's attention and keep them entertained.
- Where development comes into play™
  - Gross Motor: Jumping, balancing on those tiny toes, and reaching for all the toys and activities helps get your baby's gross motor skills going and growing.
  - Sensory: Bright colors, lights, and a variety of sounds and textures help stimulate your baby's visual, auditory, and tactile senses.
  - Curiosity & Wonder: Your little explorer can discover the fun of cause and effect as they figure out how to activate the lights, music, and sounds by jumping or interacting with the toys.



*\* Product names and information are subject to change. \**

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