Media Information

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**BOOST YOUR BRAIN WITH BRAINSTORM IN 2023**

Brainstorm is THE destination for engaging, exciting STEM toys and 2023’s products are set to inspire a new generation to learn about the world around them.

Thumbler is a totally addictive, pocket-sized spinning top that transforms into a multi-coloured light show when swirled. The unique fidget toy has its own stand features a symmetrical spinning top encased in a special enclosure that allows it to spin faster and longer. Thumbler also comes with detailed scientific information about the physics behind each spin on the Brainstorm website. Kids and adults won’t want to put this down!

The cute My Very Own Fairy Cottage Keepsake Box is an adorable craft kit that doubles as a beautiful keepsake box. Children can create a magical toadstool home for their fairy and unicorn figures using three types of easy-to-use air-drying clay including bubble and glow clay. The set includes moulds to help create shapes and a step-by-step guide. Children will love creating the scene on the lid of the cute keepsake box that they can use to store all of their treasures.

My Very Own Solar System Suncatcher is a brilliant addition to any Space fan’s bedroom. It comes with eight planets and both translucent paint and a glow in the dark pen to colour them in. The resulting Suncatcher shimmers in sunlight and gently glows at night. Use the planets to create a hanging mobile using the clear thread and sucker to hang on windows or mirrors.

Brainstorm’s Outdoor Adventure range is perfect for kids who love to get outside and explore. The brand new Outdoor Adventure Nature Explorer is a must-have for mini-adventurers and comes with five double sided, full colour cards that can be slotted into the Nature Explorer.

The cards include different photo-real images and feature themes including clouds, animal tracks, birds, flowers, bugs and trees as well as a glow-in-the-dark constellation spotter. Children can use the Nature Explorer to match the various images on the cards in the real world. The chunky handled Nature Explorer also comes with a secret compartment to store natural treasures children collect on their adventures such as acorns, leaves or stones.

Who doesn’t love magnets? My First Magnet Kit is a great STEM kit for early learner and as an introduction to the power of magnets. The colourful 20-piece set helps children explore magnetism, discovering facts about magnetic fields, force and attraction in a fun way with lots of experiments to try including making a magnet float, bounce and jump. As well as a selection of magnets, the set also comes with a secret code to unlock 10 online experiments as well as a colourful leaflet with cool magnet facts.

Brainstorm also launches the new PAW Patrol Drawing Projector to help children draw their favourite pups. The pocket-sized projector has six easy-to-change image caps featuring the popular characters that can be traced onto paper. The images can also be projected onto the walls and ceilings of darkened rooms.

The popular Head Torch range will also incorporate a PAW Patrol Head Torch featuring everyone’s favourite police pup, Chase. Just press once for light and again for a fun police siren sound. Two angles - straight for outdoor adventures such as walking or camping and tilted for catching up on PAW Patrol books and comics. With an adjustable strap for children of all ages.

The Brainstorm Toys Torch & Projector range is huge and now includes a new introduction to their collection. The Baby Shark’s Big Show! Torch & Projector features images from the supremely popular Nick Jr. and Milkshake series and the hand-held projector beams 24 different character-based images onto walls and ceilings. It also doubles as a handy torch which is perfect for little hands to hold.

If you are looking for more sustainable purchases in 2023, look no further than the EUGY craft collection which is made from environmentally friendly, biodegradable card with natural eco-friendly ink and non-toxic glue, The 3D EUGY models can be built by following a simple number sequence and children will enjoy collecting the huge selection of animal, dinosaur and mythical models. There are currently 53 EUGY models in the range including Squirrel, Spiro and Moose with more added in phases throughout 2023 including Red Dragon.

StikBot is one of the most popular craze toys of the past seven years and the new StikBot Monster additions will not disappoint. There’s a new StikBot Monster Werewolf Pack which includes a Werewolf, StikBot and a StikBot Monster as well as a StikBot Monster Cyborg Pack that features a Cyborg, a Mad Scientist and a Monster and will launch in 2023. A KLIKBOT Galaxy Pack featuring a KLIKBOT Hero, a KLIKBOT Villain and KLIKBOT Guardian will also launch. This great value set also includes over 25 accessories.

Also new from Zing, distributed exclusively by Brainstorm in the UK, is the new KliXX Creaturez range. The Click ‘n Fidget Widget™ is a collectable pocket money line that includes three initial characters; Spider, Cobra and Scorpion that come in two colourways with more themed ranges planned. Each KliXX Character can be snapped and clicked together and used to create stop-frame animations.

The ever popular Aqua Dragons continue to be loved by children and adults alike and the Aqua Dragons Underwater World is the perfect habitat to introduce children to the fascinating creatures.

Kids will love hatching and feeding the Aqua Dragons which have been around since prehistoric times. The tank comes with a bubble pump to oxygenate the water along with eggs, food and spoon.

Don’t miss the ever-popular Brainstorm Toys products including My Very Own Cloud, My Very Own Moon, 2 in 1 Globe Earth & Constellations, Night Sky Projector and more – as well as being brilliant STEM toys, many products from the Brainstorm range make stunning night lights which look great in any child’s room as well as helping them get a great night’s sleep.

The Original Glowstars Company collection is an iconic brand that has been decorating walls and ceilings for over 30 years. Bring the retro home with a new twist on the original glow in the dark stars with cool new additions. Brand new for 2023 is Glow Stars & Sea Creatures featuring 35 high quality glow in the dark stars along with eight glow in the dark ocean animals.

Ends.

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