



THERE'S EVEN MORE TO EXPLORE IN 2024 FROM NUMBERBLOCKS® AND LEARNING RESOURCES®

With exciting new Numberblocks toys launching this year, there are even more ways to learn and play with your numbery friends!



Get ready for even more learning adventures in Numberland in 2024! Learning Resources is launching **five new Numberblocks toys and activity sets** in the first half of the year, with **more to come** in the second half of the year.

After the success of the Step Squad Mission Headquarters playset in [Amazon's Top Ten Toys for 2023](#), look out for the new **Rainbow Counting Bus** vehicle playset (shown above). Joining the bus is **Blockzee™** brought to life as an innovative, interactive balance that helps children grasp mathematical equivalences.

If you loved our original and best-selling **MathLink® Cubes Numberblocks Activity Sets**, check out two fun new sets based on popular episodes. And for a Numberblocks spin on a childhood classic, little ones can get their hands on **Numberblocks Playing Cards**.

Fun number adventures are waiting in Numberland, so let's get started!

Numberblocks® Rainbow Counting Bus



Get your ticket for the **Numberblocks Rainbow Counting Bus** and join your driver **Numberblock Seven** because he's ready to depart on lots of imaginative play adventures in Numberland. This colourful vehicle playset has numbery features at every turn to reinforce some of the early years maths concepts shown in the series at every turn.

Choose your destination by adjusting the slider on the slider on the front of the bus and join Seven as he drives off on fun adventures. Along the way, you'll share **12 songs and sounds from the series**.

Then, count the friendly Numberblocks on the side of the bus. What's more, there's room for Numberblocks Friends One to Six (sold separately) to join you on the ride, so invite them along! Batteries are included, so your Numberblocks fan can get playing right away. **RRP: £25.95 | Ages 3+**

Numberblocks® Blockzee™ Balance Activity Set



Blockzee is the friendly monster from the series and she's ready to **teach children about mathematical equivalencies** through hands-on activities. Children use the 61 MathLink Cubes in official colours to make the Numberblocks One to Ten, place them in Blockzee's buckets and watch as her mouth makes the greater than, less than, or equal symbols right in front of them! Her hands and eyes also move which adds an extra element of fun to the interactive learning experience. **RRP: £32.50 | Ages 3+**

Numberblocks® Playing Cards



Get ready to shuffle, deal, play and learn with Numberblocks® Playing Cards. This deck has 54 playing cards with colourful Numberblocks character images and a **Game Guide for six games**. There are rules for two new Numberblocks games and four numbery updates on classic games. Instructions are easy to follow, so you'll be playing and having fun in minutes! The cards are sized for little hands and made from durable materials with a playing cards finish. **RRP: £9.95 | Ages 3+**

MathLink® Cubes Activity Set Numberblocks Sheep Farm



The Numberblocks® are counting sheep, but not so that they can sleep! They're counting sheep to help little ones learn early maths skills through farmyard-themed play. The MathLink® Cubes Activity Set Numberblocks Counting Sheep Farm combines the hands-on learning of our MathLink Cubes with the number fun of the **Numberblocks Counting Sheep episode**, in an interactive set for learning in the classroom or at home. Children use the included MathLink Cubes in official Numberblocks colours to build Numberblocks One to Six and make a sheep pen to count and keep the friendly sheep, as they follow the set's 10 fun maths activities. **RRP: £20.00 | Ages 3+**

MathLink® Cubes Activity Set Numberblocks Express Train



Only Five - no more, no less - can stop the Numberblocks Express! Children join the number adventure and build their own train with this MathLink® Cubes Activity Set Numberblocks® Express Train. **Based on the popular Numberblocks Express episode**, children use MathLink Cubes in official Numberblocks colours to build a train as well as One to Five. Then they use the set's 5 double-sided activity cards to complete 10 maths challenges to stop the Numberblocks Express. As they play, children practise counting, adding and subtracting, and more. Children can also watch the episode alongside to extend their learning. **RRP: £20.00 | Ages 3+**

Stockist details:

Learning Resources' officially licensed range of Numberblocks toys, games, and teaching resources is available at www.learningresources.co.uk, our [Amazon storefront](#), and selected well-known high street retailers countrywide.

Notes to editors:

- Prices are correct at the time of issue and may be subject to change without notice.
- Non-returnable samples are available on request.
- Images available on request.
- Contact Lianne Bertelli: lianne@bertellicommunications.co.uk

ABOUT LEARNING RESOURCES®:

We're Learning Resources®, and learning is where we play! With 40 years of experience, our family-owned company's mission is to offer children educational toys for infinite inspiration to succeed in school and beyond. From ABCs and 123s to fine motor, coding and STEM, our award-winning products help children discover countless ways to develop a lifelong love of learning while they build new skills. That's why our products are recommended by teachers, trusted by parents, and loved by children. Our company holds the global master toy license for Numberblocks, the award-winning TV series that helps children build a solid foundation in maths principles. In 2022, Learning Resources expanded our dedication to learning and enrichment with Brightkins™, a line of interactive pet training tools and toys that help families discover bright ways for pets to play, and Hunger for Words™, a range of pet communication tools and resources. For more information, please visit <https://www.learningresources.co.uk/>

ABOUT NUMBERBLOCKS

Numberblocks is the BAFTA award-winning revolutionary maths brand created by Joe Elliot and made by Blue Zoo Animation Studio. Numberblocks uses humour, music, inventive animation, delightful characters, and engaging storylines to show children up to the age of six how numbers work. Numberblocks content is viewed globally by millions of children via platforms including BBC iPlayer, Netflix, and YouTube and available in chart-topping games on the app stores. For more information, please visit www.learningblocks.tv