

# Brightkins™

## LEARNING RESOURCES® EXPANDS INTO THE GLOBAL PET INDUSTRY WITH LAUNCH OF BRIGHTKINS™ PET TOYS

The interactive toys and training tools are available now on Amazon.co.uk



*Pictured l-r: Brightkins Surprise Party! Treat Puzzle, and Brightkins Cupcake Party! Treat Puzzle*

After nearly 40 years of designing award-winning toys that make learning fun for kids, Learning Resources® announces the launch of Brightkins™, a new line of interactive pet toys and training tools. Brightkins toys and tools will help teach new behaviours, unlock pets' curiosity, and engage the entire family, while providing bright ways for pets to play and keeping pets happy for years to come.

With 33% of UK households owning a dog and with over half for the reasons of companionship or improving happiness, Learning Resources recognised the need for owners to meaningfully connect with their pets. Learning Resources' product development team partnered with certified dog trainers to develop a line of products that keeps pets active, stimulates their minds and encourages good behaviour. The Brightkins™ range offers dog-owners a mix of products including playful training activity kits, interactive treat puzzles and innovative treat dispensing products.

We believe our pets are members of our families, so we are excited to launch Brightkins as a way to bring us closer to our four-legged companion. Brightkins fosters the unique bond between families and their pets, while also providing cognitive stimulation for pets and promoting active play.

The new product line includes 13 new interactive “paws-on” pet toys and tools that keeps pets happy, sharp and active, while engaging the entire family, some of which are below:

- **Magic Trick! Training Set:** Allows you to put on a pooch magic show with the 10 tricks included in this all-in-one training set that comes with an expert guide and magical accessories such as a magic wand that dispenses treats and a bunny that fits inside a hat - perfect for fun hide and seek magic play! (ASIN: *BOB9233QTZ*)
- **Pooch School! Training Set:** Teach your dog 10 essential skills with this school-themed set including handy tools and a family-friendly training guide. This set includes a training clicker a set of training cards and a manual written by an expert dog trainer. (ASIN: *BOB9233QTZ*)
- **Cupcake Party! Treat Puzzle:** A ‘pupcake’ puzzle party that boosts your pooch’s mental stimulation as they hunt for treats. This treat puzzle includes four colourful cupcake tops and a tray for hiding treats. (ASIN: *BOB925GS4M*)
- **Surprise Party! Treat Puzzle:** Allows your pooch to learn as they snack when they figure out these treat-filled present puzzles! (ASIN: *BOB92R597S*)
- **Small Cupcake Treat Dispenser:** With this cupcake interactive puzzle for dogs, pets discover boredom-busting mental stimulation as they hunt for treats hidden inside this toy for small dogs. (ASIN: *BOB927Q1FQ*) Also available is the Large Cupcake Treat Dispenser, sold separately. (ASIN: *BOB92LHFJT*)

Brightkins™ is available on Amazon.co.uk now. Learn more <https://www.brightkins.co.uk/>

#### Note to editors:

- The pieces are made from high quality materials with smooth edges and are easy to clean with warm soapy water.
- Brightkins toys are interactive training tools and are not chew toys. Adult supervision is required.
- **Access PR assets at:** <https://www.pressfix.co/brightkins>
- Non-returnable press samples are available on request. Contact: [NicoleSparrow@learning-resources.co.uk](mailto:NicoleSparrow@learning-resources.co.uk)

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#### ABOUT LEARNING RESOURCES®:

We're Learning Resources, and we've been helping parents and teachers build generations of amazing kids since 1984. From Maths and Literacy to Coding and STEM, our quality educational toys and games provide children with some of the building blocks they need to succeed in school and develop a lifelong love of learning. Founded in Chicago Illinois, family-owned Learning Resources provides over 1,000 different products to more than 80 countries. Learning Resources Ltd was founded in King's Lynn, Norfolk in 1994 to serve the European, Middle Eastern, African, and Indian markets.

#### ABOUT BRIGHTKINS™:

From the team at Learning Resources® and nearly 40 years' experience designing award-winning toys that make learning fun for kids, we're excited to bring learning to life for your furry family members, with Brightkins™, our paws-on interactive toys and training tools that unlock your pets' curiosity and engage the entire family! Whether you're teaching new behaviours, boosting mental stimulation, or promoting active play, we'll provide bright ways for pets to play and help you keep your pets happy for years to come. For more information, visit [Brightkins.co.uk](https://www.brightkins.co.uk).