



For Immediate Release

LEARNING RESOURCES® UNVEILS PYXEL™ A CODER'S BEST FRIEND AT LONDON TOY FAIR 2023

New interactive coding robot brings STEM learning to life as children use Blockly and Python languages to program PYXEL to do actions, make sounds, change colour, express emotions, and more



- Interactive STEM robot makes coding, engaging, fun and accessible.
- Children aged eight and up use Blockly and Python to code PYXEL.
- Code PYXEL to do actions, make sounds, change colour and more.
- PYXEL's in-built, password protected Wi-Fi server means there's no internet needed.

(January 2023) Learning Resources® an award-winning leader in educational toys, is introducing its newest coding companion at this year's London Toy Fair. Developed by our sister company Educational Insights®, children can build coding confidence with **PYXEL™ a Coder's Best Friend**, the interactive robotic pet whose tricks, emotions, lights, and sounds can all be coded using beginner or advanced coding languages depending on skill and experience.

The goal has been to make PYXEL so approachable and relatable that learning and practising the basics of coding with **Blockly and Python** becomes engaging and fun for children. With PYXEL, children engage with coding experiences where they learn through trial and error and ultimately grow more confident in developing complex strings of code for PYXEL to follow. Then, they can show off to friends and family what they “trained” PYXEL to do through the code they wrote.

Right out of the box, **PYXEL comes pre-loaded with six interactive codes** that offer instantaneous fun and excitement to get coding. From there, young coders can build their own sequences of Blockly code by dragging and dropping within the safe, secure, and internet-free user interface (UI) on their own Wi-Fi-enabled tablet or computer.

PYXEL’s UI includes clear instructions that make for an easy and fully independent activity. Once a child has conquered Blockly, they can level up to writing code with Python, a more advanced language that is used across countless companies and industries. Understanding how to write Python code can help kids get a cutting-edge advantage in school and beyond!

PYXEL, a Coder’s Best Friend will launch at the recommended retail price of £150.00*.

For more information, visit www.learningresources.co.uk.

Stockist details: Learning Resources toys, games, and teaching resources are available at Learningresources.co.uk, Amazon.co.uk, and selected well-known high-street and independent retailers countrywide.

Notes to editors:

- Product information and images can be downloaded at:
<https://www.pressfix.co/learning-resources>
- Contact NicoleSparrow@learning-resources.co.uk
- *Prices are correct at time of issue and may be subject to change without notice.

ABOUT LEARNING RESOURCES®:

We're Learning Resources®, and learning is where we play! With nearly 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. In 2022, Learning Resources expanded this 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!