

# Baby & Kids Newsletter

Kids Learn Life Skills with HABA Games

One of the joys of being a kid is to play and one of the joys of parenthood is to find just the right kind of game to foster emerging personalities. Without a beep, buzz or battery, old-fashioned kitchen table games are just as popular as ever. Global toymaker extraordinaire HABA launches 7 new games that encourage kids to play across from each other, not virtually. And with each new game, even for 10 minutes, lifelong lessons are being formed.

Visitors to HABA's Booth 451 at the American International Toy Fair can open the box and play for themselves with fun themes from a construction site in My Very First Games - Little Builder to talking farm animals in What's The Racket? A trio of Loco Lingo games -- Kindergarten, Fastgrasp and Building Site -- packs five different language skills sessions into one box that can last 10-20 minutes. Concentration, imagination and memory are developed through play with wooden figures and illustrated cards.



Always at the forefront of what makes children and childhood succeed, HABA last year launched games that foster executive function or FEX. "Fex Effect" games show that playing and learning are the perfect partners and that children can acquire essential skills for their individual learning success through play. The games have been developed in cooperation with the Germany's University of Ulm. Clumsy Witch, one of the 2013 games, puts neuroscientific knowledge about learning from theory into practice.

Look for these games and more toys online at [HABAusa.com](http://HABAusa.com) or on store shelves by March 2013.

- Loco Lingo Kindergarten € € Ages 3+ € \$12
- Loco Lingo Building Site € € Ages 3+ € \$12
- Loco Lingo Fastgrasp € € Ages 3+ € \$24
- Clumsy Witch with FEX effect € € Ages 5+ € \$22
- What's The Racket? € € Ages 4+ € \$12
- Secret Code 13 + 4 € € Ages 8+ € \$22
- My Very First Games - Little Builder € € Ages 2+ € \$36