



little  
partners

# MEDIA KIT

- about
- collection
- buzz
- press releases
- store locations
- contact



the learning  
Tower



the learning  
Tower

The safest way to raise your child.



# ABOUT

## Bonding at any Stage

As it turns out, the Learning Tower provides a unique situation in where adult activities are now accessible to little ones. With the innovative design of the Learning Tower from Little Partners, a child is able to stand at counter height without the risk of the tower tipping over, twisting or collapsing. What was once an unsafe, desired task of a 2-year old- for example, washing dishes or making a pizza- now becomes a shared activity that allows the child to participate in adult happenings free from the risk of injury. During such endeavors, an emotional connection and intimacy between parent and child explodes. The child is reinforced as an active member of the family and begins to gain a healthy self-worth and self-esteem. Bonding at this level is made easy and safe with the Learning Tower. And just think, in a few years mommy and daddy will have a confident, secure, valid helper in the kitchen and beyond.

## A History of Love and Learning

The idea for Little Partners was born in a suburban kitchen. That's where Carol Gamble, founder and president, noticed that her 2-year old daughter Hanna desperately wanted a bigger role in the family. Carol was trained as an infant/toddler specialist by the Center for Montessori Teachers Education in New York and her passion for helping young children discover and explore the world around them was

eclipsed only by her passion for being a mom. Carol understood that while all human beings are inherently inquisitive, children are especially so, and she recognized this indomitable sense of curiosity in her own child. It was a deep desire to be involved with daily household activities, to help and to learn.

That's when Carol got an idea. What if there was a safe way to involve toddlers and young children in the daily tasks parents perform around the house? The right tool would create a space for young children to explore and discover the world around them in an environment specific to the phase of their development. It would help develop motor and organizational skills, build confidence, and strengthen the bonds of love and trust between parent and child.

She immediately set out to create a safe step stool to open up that magical world above the countertops, and include her daughter in daily activities like preparing meals, doing dishes, making cookies, crafts, or other projects.

The Learning Tower was born. Today, it is helping children explore and discover the world on a scale Carol could scarcely have imagined two decades ago.

# BUZZ

## VIDEO



**Little Partners Learning Tower**

Little Partners Learning Tower Cooking Cupcakes with Mason



**The Learning Tower on The Rachel Ray Show**

The Learning Tower featured on Rachel Ray



**DadLabs Ep. 27 Gear Daddy**

In this episode of Gear Daddy, the dads review the Learning Tower.



**Gearing Up for Chowing Down**

Daddy Troy serves up a steaming helping of baby gear advice.

<http://www.youtube.com/watch?v=MtZkIFe2Am0>

<http://www.youtube.com/watch?v=gJQtQJgU06I>

<http://www.youtube.com/watch?v=ICchOBcMklc>

<http://www.youtube.com/watch?v=2MVhNzI3ryk>

## THE WORD:

### From Babycouture:

“The best place for a kid to start learning about responsibility and teamwork is at home, particularly in the kitchen – the Fascinating Land of Yummy Creations. Feed your child’s curiosity and let him join in the fun with The Learning Tower, a sturdy platform that safely boosts kids to countertop levels.”

### The Compleat Mother:

“Winner of Dr. Toy’s Best 10 Active Toys, The Learning Tower can also be used as a sturdy desk, fort, or puppet theater. The stable, no-tip design wipes clean easily and fits flush against average countertops...toddlers get a step-up in the world of culinary delights.”

### From Parenting New Hampshire:

“The Learning Tower is a simple way to help toddlers in the conquest of their new world. Constructed of sturdy, high-quality birch, The

Learning Tower is made to last, its four-sided design and roomy platform fosters both child and caregivers’ feelings of safety while enabling the child’s desire to be independent and inquisitive.”

### From the blog Chive Talkin’:

“The award winning Learning Tower is beautifully made to last a lifetime. It is of heirloom quality hardwood that will go through many children and future children or grandchildren. I can totally see that we will be using The Learning Tower for many years to come. Oh, how I wish I had one when my older children were younger. They would have loved it!”

### From the blog And Other Times:

“Our Learning Tower has changed [our] day-to-day lives. We LOVE The Learning Tower. If you’re looking for a way to include your child in your day-to-day tasks, don’t hesitate to purchase one. It is well worth the investment.”

### From the blog Great Dad:

“The Learning Tower helps toddlers to develop vital skills. In addition to improving their balance and fine motor skills, for a 2-year-old, making a peanut butter and jelly sandwich is a huge accomplishment.”

### From the blog The Opinionated Parent:

“The Learning Tower is an indispensable piece of furniture once you’ve tried it.”

# COLLECTION

## THE LEARNING TOWER

### Product explanation;

For children, the world is a magical and curious place. They learn by mirroring Mommy and Daddy with the ultimate goal of being able “to do it myself” and feel like an active member of the family. That’s why Little Partners has created the Learning Tower: a sturdy, non-tip structure that welcomes children to participate with parents, caregivers, and siblings by safely raising them to countertop height.

The Learning Tower has been carefully designed to provide a secure environment for a child’s imagination to be stimulated and blossom. Its design nurtures a child’s innate desire to be independent, and to participate alongside his or her parents and siblings. Retail price is \$199.99

### Feature and benefits

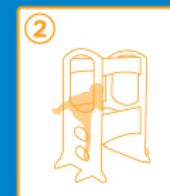
- Provides safety and versatility not found with traditional step stools
- Only step stool on the market carefully designed to meet the specific needs of young toddlers 18 mos. +
- Constructed from highest-quality layered birch
- Platform height adjusts quickly and easily to grow with your child from 18 months up to 6 years
- Four-sided railings provide support while your child climbs in and prevent falling when inside the Tower
- Wide 15” X 18” platform lets your child move about without slipping off a step
- Fits flush against counters for safe access
- Carefully finished with durable, non-toxic, lead-free finish
- Meets safety standards for ASTM (F96-30) and Home Playground Equipment (F11-48-98C)
- Has been tested to hold up to 500 lb.
- Cleans easily with a damp cloth

### Colors:

- White
- Black
- Cherry
- Natural
- Apple Green
- Royal Blue
- Azure Blue
- Red
- Pink



*Your little partner getting to counter height in the kitchen is easy.*



# COLLECTION

## PLAYHOUSE KIT

### Product explanation;

Transform your child's Learning Tower into a versatile playhouse with the Playhouse Kit. This adorable accessory set includes an easily attachable roof, red curtains, and four different theme signs to create a puppet theater, doll house, drive-thru, or lemonade stand. From helping in the kitchen to putting on a show, spark your child's imagination with the Learning Tower and Playhouse Kit. Retail price is \$34.99.



## ART EASEL

### Product explanation;

Kids love chalk! Now parents can spark their children's creativity and allow them to draw freely using The Learning Tower and the new Art Easel. This accessory set easily attaches to The Learning Tower, and features a dry-erase board on one side with a chalkboard on the other for twice the artistic fun. From abstract squiggles to family portraits, your child can color their own world in the safe environment of The Learning Tower and within the contained space of The Art Easel. Retail price is \$69.99.

### Features

Easily attaches to The Learning Tower or a wall in your home  
Includes both a chalk board and a dry erase board  
Movable tray to hold markers, chalk, etc.  
Magnetized surface; magnet to hold paper included  
Constructed from highest-quality layered birch  
Carefully finished with durable, non-toxic, lead-free finish  
Cleans easily with a damp cloth  
When assembled, easel is 18.25" wide x 23.5" tall x 5" deep

### Colors:

- White
- Black
- Cherry
- Natural
- Apple Green
- Royal Blue
- Azure Blue
- Red
- Pink



# COLLECTION

## Toy Tower - NEW!

### Product explanation;

If you have a Learning Tower for your baby, get this mini replica for your baby's babies. The Toy Tower is a great way to encourage your child to share their experiences with their dolls or action figures and to stimulate their active imagination. Retail price is \$59.99.

### Features

Constructed from highest-quality layered birch Platform height adjusts quickly and easily

Uses the same four-sided railings as the Learning Tower

Toy tower is 13.5" tall x 7.75" wide x 7.5" deep with a platform area of 5" x 6"

Carefully finished with durable, non-toxic, lead-free finish

Cleans easily with a damp cloth

### Colors:

- Red
- Royal Blue
- Apple Green



# PRESS RELEASE

## SUMMER SAFETY AND FUN WITH THE LEARNING TOWER

### Cooking and Painting and Building, Oh My!

Shreveport, LA – July 8, 2010 – Is your toddler into climbing, helping with the dishes or, I repeat, climbing? The Learning Tower allows such activities to be safe and relieves parents of worrying about the risk of a fall or injury.

As many as 2.2 million children have been treated in hospital emergency rooms for fall-related injuries in a single year. Forty percent of those injuries were to children ages 3 years and under. According to the National Safe Kids Coalition, nearly half of all injury-related childhood deaths occur between May and August, with July being the highest ranked month. Approximately 50 children a year die as the result of falls in the home or on home premises. Nearly 70 percent of these deaths occur to children under the age of 4 years.

With the innovative design of the Learning Tower from Little Partners, children are able to stand at counter height without the risk of the tower tipping over, twisting or collapsing. This enables them to be little helpers and engage in activities that are not only safe, but also fun for them whether in the kitchen, at the table or in the shop.

“When designing The Learning Tower, creating a safe way for my daughter to participate was my first mission. But I also wanted it to foster and nurture her innate desire to be independent,” stated Little Partners Founder, Carol Gamble, “We succeeded! The towers are built to avoid any tipping, the height is adjustable- which allows it to grow with the child- and they allow children to be a part of adult activity by elevating them alongside parents and siblings.”

Little Partners suggested safe and fun in the summer activities with the Learning Tower:

- Little Chefs: As we know, kids love to participate in preparation and cooking of meals. The Learning Tower is at counter-level, which helps children easily help put toppings on a pizza or decorate a cookie. The Learning Tower’s 15” X 18” platform and 4-sided railing allows a child to move around without slipping or falling off the step.
- Playhouse Time: The Playhouse Kit includes an easily attachable roof, red curtains, and 4 theme signs to transform the Learning Tower into a puppet theatre, dollhouse, drive-thru, or lemonade stand.
- The Inner Artist: Imagination is not hard to find in a child and what is more fun than using a chalk or dry erase board for playtime. The art easel accessory attaches easily to The Learning Tower for twice the artistic fun- imagine the possibilities!

Little Partners, Inc. was founded in 1992 by, Mompreneur, Carol Gamble after being unable to find a safe step stool for her toddler. The company is dedicated to the nurturing of the child. The mission of Little Partner’s is to affirm the child’s positive self-image through strengthening the essential partnership between the child and the adult. The Learning Tower holds several patents for design and awards in safety products.

Little Partners has been featured on the Rachael Ray Show, Playthings Magazine, Kiwi and has received countless online product re

# PRESS RELEASE

## SUMMER SAFETY AND FUN WITH THE LEARNING TOWER

### Continued

views and blog discussion. They have also qualified for the following awards: The Toy Man (Seal of Approval, Award of Excellence and

Editors Choice 2008); iParenting Media Award (Outstanding Products 2007); iParenting Media HOT Award (Outstanding Products 2007); Dr. Toys (100 Best Children's Products); Creative Child Magazine (Top Toy of the Year Award 2007); National Parenting Publications Award (Honor in the "Preschool" Category); Mr. Dad Seal of Approval (2007 Fathers Day)

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### DISCUSSION TOPICS ON LITTLE PARTNERS:

- Accolade: New Award Announcement
- Little Partners Gives Back: Quingdao Orphanage
- Meet MomPreneur, Little Partners Founder, Carol Gamble
- September is Child Injury Prevention Month
- Little Partners at the ABC Show in October
- November is Child Safety Awareness Month

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# STORE LOCATIONS

## United States: (BY STATE)

### Alaska

Classic Toys - Anchorage  
Kiddywinks - Anchorage  
Northwind Kites - Anchorage  
Over The Rainbow Toys – Anchorage

### Arkansas

Little Bitty City - Hot Springs  
J Christopher Toys - Jonesboro  
Dilly Dally's – Rogers

### Arizona

Brilliant Sky Toys & Books - Phoenix  
Kidstop, Learning Fun. Inc - Scottsdale  
USA BABY / ChildSpace - Scottsdale  
Wildflower Diapers - Scottsdale  
USA BABY Child Space - Tempe  
Aldrich Baby News, Inc – Tuscon

### California

Wee Little Sprouts - Fallbrook  
Geppetots Toys - La Jolla  
The Nurture Center - Lafayette  
The Wooden Horse - Los Gatos  
Cheeky Monkey - Menlo Park  
Baby & Kids Company - Mill Valley  
Penny Ante - Paradise  
Early Works - Petaluma  
NMA, Inc - Redondo Beach  
Goore's - Sacramento  
Natural Resources - San Francisco  
Babies In Bloom – Vista

### Colorado

Ginger & Pickles - Boulder  
Playfair Toys - Boulder  
Blissful Family - Longmont  
The Trendy Tote – Superior

### Florida

The Babie's Room - Gainesville  
Baby News - Lutz  
Baby on the Grow - Lutz

### Macro Baby - Orlando

Pretty Please - Sandestin  
Baby Love - Sunrise  
Seedlings – Tampa

### Georgia

William's Store - Macon  
Precious Cargo – Smyrna

### Iowa

Courtyard Books – Keokuk

### Illinois

Be By Baby - Chicago  
Uncle Duncles, Inc. - Chicago  
Heavenlee Baby - Franklin Park,  
Wishes... Toy Wonderland (The Glen  
Town Center) - Glenview  
Galt Toys & Galt Baby - Northbrook  
Babyland LLC – Savoy

### Kentucky

Mother Nurture - Lexington  
The Parent-Teacher Store and Toys Too!  
– Louisville

### Louisiana

The Rocking Horse - Natchitoches  
Ladies in Waiting - Shreveport  
Moms 2 Bee - Shreveport  
Toy Fair – Shreveport

### Massachusetts

Belmont Toys - Belmont  
A2Z Science & Learning Store -  
Northampton  
Crunchy Granola Baby - Salem  
Harbor Light Toy Company, LLC – Scitu-  
ate

### Maryland

aMuse Toys - Baltimore  
Soft and Cozy Baby – Baltimore

### Maine

Tiny Totland - South Portland

### Michigan

Elephant Ears - Ann Arbor  
Tree Town Toys - Ann Arbor  
Adventures In Toys/ D&D Toys - Bir-  
mingham  
Toy House & Baby Too - Jackson  
Linden Toy Factory - Linden  
Village Toy Shoppe - Milford  
Sensational Beginnings - Monroe  
Baby Bliss - Northville  
My Urban Toddler - Saline  
Green Baby - Shelby Township  
La Dee Da - St. Joseph

### Minnesota

Creative Kidstuff - Minneapolis  
Transactions, Inc. - Ramsey  
Peapods - St. Paul

### Missouri

A Pocketful of Toys - O'Fallon  
Cotton Babies, Inc. - St. Louis  
Unique Toy & Game – Wildwood

### North Carolina

abraKIDabra Toys - Cary  
Blueberry Forest - Chapel Hill  
Play House Toy Store - Durham  
Hug from the Heart - Indian Trail  
Scandinavian Child - Raleigh  
Baby Swank – Willmington

### Nebraska

Fat Brain Toys - Elkhorn  
Circle Me - Lincoln  
Lincoln Childrens Museum – Lincoln

### New Hampshire

Tiny Totland baby & Kids Super Furni-  
ture Store - Manchester  
Tiny Totland - Portsmouth  
Wingdoodle Studio Workshop – Warner

### New Jersey

Clifton Children's Wear - Clifton  
Just Kidding Around - Montclair  
Marsu, Inc. - Ocean  
BeGifted – Watchung

### New York

Cutie Beauty, Inc. - Airmont  
All About Baby/ Healthcheck Sys-  
tems Inc. - Brooklyn  
El Greco Baby & Kids - Jamestown  
Eat, Sleep, Love – Pleasantville

### Ohio

King Arthur's Court - Cincinnati  
Sprout Soup – Columbus

### Oregon

Segal's for Children - Beaverton  
Queens Mab – Portland

### Pennsylvania

Bellaboo - Lancaster  
Hippo Cart - Robesonia  
Charlene's - Shavertown

### Rhode Island

Bellani Maternity – Warwick

### South Carolina

BZM The Toy Shop LLC - Florence  
The Melon Tree - Fort Mill

### Tennessee

The Toy Hunt – Smyrna

### Texas

Kidcore - Arlington  
Austin Baby! - Austin  
Kid To Kid - Austin  
Toy Maven - Dallas  
Triple Toys - Houston  
Victoria's Doll House - Plano  
Baby Earth - Round Rock

# STORE LOCATIONS

Tiny Birds Organics - Round Rock  
Snug As A Bug – Tyler

Virginia  
Nature's Child - Charlottesville  
One of a Kind Kid – Midlothian

Washington  
Izilla Toys - Seattle  
Masins Fine Furnishings and Interior Design – Seattle

Wisconsin  
Happy Bambino (Kennedy Place Building) - Madison

Canada: (BY PROVINCE)  
Alberta  
Kulinary Kids - Calgary  
Morning Dew Naturopathics - Canmore  
Princess and the Pea - Edmonton  
One Fish Two Fish – Sexsmith

British Columbia  
Baby & Me Maternity, Baby & Kids - Kelowna  
The Natural Baby Shop - Kelowna  
Blue Sky Baby - Mission  
Mothering Touch - Victoria

New Brunswick  
Stylin' Mama, Baby & Tot - Fredericton  
Stylin' Mama, Baby & Tot - Saint John

Ontario  
Mastermind Toys - Aurora  
Mastermind Toys - Beach  
Mastermind Toys - Etobicoke  
Canadian Kids Furniture - Kingston  
Mastermind Toys - Markham  
Mastermind Toys - Mississauga  
Safety Super Store - Mississauga

Bush Babies - North Bay  
Mastermind Toys - Oakville  
3 Little Monkeys - Ottawa  
Extraordinary Baby Shoppe - Ottawa  
Mastermind Toys - Pickering  
Mastermind Toys - Richmond Hills  
Mastermind Toys - Toronto  
Mastermind Toys, Ontario Science Centre – Toronto

Saskatchewan  
Hello Baby - Regina

**Online:**  
1888Toys.com  
A Cool Kid  
A Toy Garden  
A Baby Inc.  
abraKIDabra Toys  
All About Baby  
AmazingChildhood.com  
aMuse Toys  
Babies In Bloom  
Baby & Kids Company  
Baby Because  
Baby Bunz & Co.  
Baby Direct  
Baby Earth  
Baby Eco Trends, LLC  
Baby Love  
Baby News  
Baby Office  
Baby on the Grow  
Baby Scholars  
Baby Swank  
Baby Time Organics  
Baby's Abode  
BabyAge.com  
Babyland LLC  
Bellacor.com  
BrandsPlace.com  
CalliopeBoutique.com  
Circle Me

Clifton Children's Wear  
Creative Brains  
Cutie Beauty, Inc.  
Day Care Mall  
DaycareAtoZ  
Decor To Grow  
Elephant Ears  
Elite Toy Store  
Exploring Child  
Fat Brain Toys  
Hazelnut Kids  
Heirloom Wooden Toys  
IQ Kids  
Izilla Toys  
Jillian's Drawers  
Jou Jou Baby  
Kidcore  
Kiddie Toys  
Kiddin' Around  
Kidslearning2day.com  
King Arthur's Court  
Lime Blossom Naturals  
Little People's Cove  
Little Wonderland  
luvaboos  
Magic Beans - Cambridge  
Masins Fine Furnishings and Interior Design  
Mastermind Toys  
Mastermind Toys  
Mobileation, Inc.  
Monkey Hugz  
Montessori Services  
My Belly Sprout  
My Learning Tower  
My Two Reflections Kids  
MyStepStool.com  
Organic Gift Shop  
Organic Grace  
Organic Green Mommy  
Organize.com  
Papaya Patch  
Peapods  
Platinum Galleria, LLC

Pocket Full of Therapy  
Precious Cargo  
PreKFurniture  
Purple Caterpillar Creations  
Quality Educational Toys  
Queens Mab  
RonJuneShop  
Rose & Lily Australia Pty Ltd  
safebeginnings.com  
Safety Superstore  
Sensory Edge  
Sobe Babies  
Soft and Cozy Baby  
Step Stool Universe  
Step Stools for Kids  
Stroller Babies  
Stylin' Mama, Baby & Tot  
Tadpoles and Butterflies  
Tender Cargo, Inc.  
The Creativity Institute  
The Natural Baby Shop  
The Nurture Center  
The Rocking Horse  
The Stork Warehouse  
The Trendy Tote  
Three Sisters Toys  
TotSafe  
Toy House & Baby Too  
Toy4Education.com  
Tree City Diapers  
Wildflower Diapers  
Wingdoodle Studio Workshop  
Wishes Toy Wonderland  
Wooden Toddler Toys  
Wooden Toys and More



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Tower

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# CONTACT

## MEDIA CONTACT:

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