



MGA Entertainment and Tap Tap Tales Announce New App –

### ***Little Tikes: Let's Play***

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CHATSWORTH, Calif. and BARCELONA, June 21, 2022 – [MGA Entertainment](#) (MGA) , the largest and fastest growing privately held toy and entertainment company in the U.S., and [Tap Tap Tales](#), developer of educational apps for pre-school children, announced today the launch of their new app, ***Little Tikes: Let's Play***, which allows kids to have fun while learning their numbers, colors, geometric shapes, and nature. *Little Tikes: Let's Play* app features kids' favorite *Let's Go Cozy Coupe*™ characters – Cozy, Chief, Doc, Fairy, Fire Truck and Princess – to help guide children through the different learning areas using animation, sounds, music, voices and visual aids, helping them learn while having fun through amazing adventures.

With more than 45 activities developed by education professionals and experts, *Little Tikes: Let's Play* is organized into four learning areas: numbers, shapes, colors, and nature. Children will explore and strengthen their cognitive skills like memory, perception, concentration, reasoning, calculation, navigation, creativity, and imagination, while having hours of fun. Included among the activities are counting, tracing, memory games, ordering, geometry, coloring, puzzles, taking care of animals, and more.

With more than 50 years of expertise in play, [Little Tikes](#) believes that every day is an adventure with more to discover. The brand makes products that encourage active and imaginative play, spark curiosity, create wonder and let kids dream big.

The *Little Tikes: Let's Play* is available in the [Apple Store](#), [Amazon Store](#) and [Google Play](#).

#### **About MGA Entertainment**

[MGA Entertainment](#) is the fastest growing and largest privately held toy and entertainment company in the U.S. Headquartered in Chatsworth, Calif. and with offices globally, the company creates innovative, proprietary, and licensed consumer products and entertainment, including toys, games, dolls, apparel, consumer electronics, home décor, stationery, sporting goods, movies, and television series. The MGA family includes award-winning brands such as L.O.L. Surprise!™, [Little Tikes](#)®, Rainbow High™, Shadow High™, Bratz®, Na! Na! Na! Surprise™, Mermaze Mermaidz™ Color Change, Baby Born® Surprise and Zapf Creations®. For more information, please visit us at [www.mgae.com](http://www.mgae.com) or check us out at [LinkedIn](#).

## **ABOUT TAP TAP TALES**

[Tap Tap Tales](#)' mission is to bring joy to children and contribute to their development. This start-up company creates high-quality apps for children, specializing in educational titles based on the most fun and popular children's characters. From its creation in 2014, it has published more than 30 apps with more than 150 million downloads in total. Tap Tap Tales is a leader in main apps markets and has established itself as one of the world leaders in educational apps for children.

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### **Press Materials Available:**

Video:

[https://youtu.be/ve3hK350\\_4](https://youtu.be/ve3hK350_4)

<https://youtu.be/skxkUdkQcPl>

<https://youtu.be/QLleuZYBtaA>

<https://youtu.be/bj62BaScbcM>

[https://youtu.be/xh19pJ\\_Vqtk](https://youtu.be/xh19pJ_Vqtk)

<https://youtu.be/ccF5Udv90tc>

<https://youtu.be/DWiv6koYZvA>

<https://youtu.be/UewnivHs2PY>

<https://youtu.be/3LdmH9KesRg>

Screens:

<https://drive.google.com/drive/folders/1Oq6stRRq-Ae9LLgnftKgJjRDjn1czu3-?usp=sharing>