



**For Immediate Release**

## **Indonesian Toymaker GummyBox Delivers Screen-Free Educational Toys As COVID-19 Continues to Keep Children at Home**

**Jakarta, Indonesia, 19 November, 2020** – GummyBox is an Indonesian toy company that has provided engaging, educational, screen-free activities to thousands of children during the COVID-19 pandemic.

As the pandemic continues, parents have taken on the full-time work of educating and entertaining their children at home. Schools remain shut while playgrounds and playdates remain risky options. For many parents, the challenge of keeping their children productive and entertained, among all else, is tremendous.

“Parents are stressed and tired, but they would still rather keep their children at home than worry about them getting sick,” said Dr. Meida Tanukusumah, a pediatrician and mother in Jakarta. “While the good news is that children are staying healthy, we still have to keep an eye out on their development.”

Dr. Meida highlights four developmental areas to monitor: social development, language development, fine motor skills and gross motor skills. The two most vulnerable areas are social and language development, which are affected when children lack two-way interactions. While screen activities can help children in many ways during this pandemic, they remain mostly one-way interactions and two-dimensional experiences.

“Toys have always been a good way for children to learn important skills,” explained Dr. Meida. “Right now, toys can also help psychologically. Many children actually want to return to school already, but they can forget for a moment when they are immersed in exciting, creative play.”

GummyBox provides many play options for children. Since launching in 2015, the company has designed more than 50 educational toys including craft kits, board games, science experiments and learning puzzles. Popular products for children aged 4-8 years old include a batik-making kit, ocean diorama set and dinosaur board game.

“Parents have options, but we are now seeing more mindful choices for toys that are sensory, educational and screen-free,” said Audrey Irawan, founder of GummyBox. “Since the pandemic started, we have also seen more demand for toys that can be enjoyed by the whole family, like our board games and activity boxes.”

Parents choose GummyBox because of its reputation for delivering educational and creative content, quality materials and much-needed convenience. Every activity box is packed with all the materials needed so that children can instantly begin their creative work. With activities



that are safely and appropriately designed for the age group, GummyBox enables many young children to explore independently.

“Shireen stays so focused when she plays with GummyBox,” said Mrs. Meity, a grandmother in Solo who cares for 5-year-old Shireen. “The activities are so interesting, diverse and innovative – not like we normally see.” Young Shireen also adds that she liked making the elephant and rhino in her GummyBox.

“We are huge GummyBox fans!” said Natasha May, a working mom of 7-year old Samudra in Jakarta. “Their activity boxes keep Samudra occupied and using his imagination, but more importantly, they keep him from asking a million questions so I can focus on work too!”

Pandemic or not, as it has done since 2015, the GummyBox team will continue to design new educational products and content. GummyBox’s products are available on [gummybox.com](http://gummybox.com) and at retail partners including Gramedia, Books & Beyond, Early Learning Centre, Tokopedia and Shopee. Prices range from Rp89,000 to Rp300,000.

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## **ABOUT GUMMYBOX**

Founded in Indonesia, GummyBox has delighted thousands of young children with creative, hands-on toys since 2015. Our craft and game kits deliver loads of fun while also targeting the development of important skills. We carefully design and test our products, ensuring that we deliver only high quality content and materials to children.

With more than 50 products in our portfolio, GummyBox is a leading player in the field of educational toys in Indonesia. Our portfolio caters to children from 18 months old to eight years old. GummyBox products are proudly designed and produced in Indonesia. To learn more, please visit [www.gummybox.com](http://www.gummybox.com) or Instagram [@GummyBoxID](https://www.instagram.com/GummyBoxID).

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