

## A World of Discovery with LEGO® EXPLORE!

LEGO EXPLORE, the world's first fully integrated play and development system, is the ground breaking new infant and pre-school brand from the LEGO Company. The Complete Discovery System, at the heart of LEGO EXPLORE, is expertly designed to stimulate and develop young minds and help parents to take an active role in their child's development.

LEGO EXPLORE is to supersede the LEGO® DUPLO brand, and although the much-loved brick-based products will remain part of the range, LEGO EXPLORE is so much more than bricks, inspiring creativity through music, storytelling and theatre.

LEGO EXPLORE strongly reflects the LEGO Company philosophy of the value of learning through play. The design, development and thinking behind the range is firmly rooted in child development theory and research. LEGO EXPLORE successfully translates child development research into fun, exciting and high quality play materials and experiences.

The range is based on the Complete Discovery System, a holistic approach to learning, developed in partnership with leading child development experts such as MIT Professors Edith Ackermann and Mitchel Resnick.

The Complete Discovery System is composed of four "worlds" that each stimulate a child's development in a different way.

- **explore being me**

Specifically designed to encourage children to explore their own identity and physical abilities and gain an understanding of "who I am" and "what I can do".

- **explore together**

A world designed for children to explore and build social relationships. The products encourage the child to play with and learn from others, be it other children, adult or animals.

- **explore imagination**

Designed to inspire children's creativity, imagination and develop self-expression.

- **explore logic**

Encouraging the child to understand the world around them and how things work. The child is prompted to ask questions and develop the powers of reasoning.

LEGO EXPLORE is available now at LEGO stockists throughout the UK, including LEGO stores at Bluewater and LEGOLAND® Windsor, with prices ranging from £2.99 - £89.99. For further information visit [www.LEGO.com](http://www.LEGO.com)

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The LEGO Company is a privately held, family-owned company, based in Billund, Denmark. The LEGO Company is one of the world's leading manufacturers of play materials for children, employing approximately 8,000 people globally. The LEGO Company is committed to the development of children's creative and imaginative abilities, and its employees are guided by the motto adopted in the 1930s by the founder Ole Kirk Christiansen: "Only the best is good enough."

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For further information please contact:

Nicola Garrett	020 7898 3427	<a href="mailto:ngarrett@golinharris.com">ngarrett@golinharris.com</a>
Claire Culshaw	020 7898 3411	<a href="mailto:cculshaw@golinharris.com">cculshaw@golinharris.com</a>
Danielle Hainauer	01753 495134	<a href="mailto:danielle.hainauer@europe.lego.com">danielle.hainauer@europe.lego.com</a>
Tania Foster	01753 495359	<a href="mailto:tania.foster@europe.lego.com">tania.foster@europe.lego.com</a>