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MISSION-FOCUSED COMPANY JASEY'S TOY CHEST EAGER TO MAKE TOY FAIR DEBUT AT BOOTH #6404

Westport, CT (January 27, 2026) – Toy manufacturers are first and foremost in the business of fun, no doubt about that. But the integrity found in a company with a guiding, core mission can't be fabricated. See for evidence **Jasey's Toy Chest**, founded and run by spouses of 35 years Brian and Lauren Bernstein. Together, they bring a lifetime of love, creativity, and resilience to this endeavor. Their family-led brand has a deeply personal pursuit: to honor their late son, Jason ("Jasey") Bernstein, support youth mental health, and help other families find joy, resilience, and connection through play.

Launching in February 2026 with 47 products made from FSC®-certified materials, Jasey's Toy Chest offers beautifully designed developmental toys for children ages 1-5, including wooden puzzles, blocks, pretend play sets, and trains. With 89% of products priced under \$30, Jasey's makes quality developmental toys accessible to families while supporting a meaningful mission. Jasey's toys are created in collaboration with Early Learning Centre (ELC), a trusted British preschool brand with over 50 years of heritage encouraging learning through play. **The company will make its debut at Toy Fair 2026 in Booth #6404.**

At Jasey's Toy Chest, youth mental health advocacy is foundational – not a campaign. Jasey's is honored to be The [Kids Mental Health Foundation's](#) Corporate Collective partner in the preschool and early childhood toy category. Jasey's Toy Chest is working with the clinical experts at The Kids Mental Health Foundation to develop play tools and resources that complement our toys. The company also partners with [The Jed Foundation \(JED\)](#) to protect emotional health and prevent suicide for teens and young adults nationwide.

"As a parent of two kids in the early childhood stage, I am beyond thrilled about the partnership between Jasey's Toy Chest and The Kids Mental Health Foundation," said [Dr. Ariana Hoet](#), executive clinical director of The Kids Mental Health Foundation and pediatric psychologist at [Nationwide Children's Hospital](#). "Parenting can be overwhelming for parents and caregivers. We look forward to working with Jasey's to provide educational resources that help turn play into moments of emotional growth and connection, which are so important to kids' mental health. This partnership continues to help our mission to build a world where mental health is a vital part of every child's upbringing."

Brian brings over 21 years of toy industry leadership from Melissa & Doug, where he helped grow the company from a small family startup into a global brand and forged strategic partnerships with retailers across virtually every channel. Lauren, a classical piano teacher for over 30 years, brings a deep understanding of child development and lived experience navigating mental health challenges with her own family.

Jasey's Toy Chest has developed a wide array of responsibly sourced, primarily wooden toys and wooden puzzles across key categories. Every product supports fine motor skills, hand-eye coordination, problem-solving, or social-emotional learning through a screen-free experience.

Here is a sampling from each category:

Toddler Activity Toys: On-the-Go Wooden Workbench | Ages 12+ Months | \$89.99 | - Imagine an activity workbench that grows with your child! This awesome set is two toys in one: a sturdy walker for kiddos 12 months and older taking their first steps, and then when they're 2+ years old, a standalone activity workbench! Each sturdy wooden tool has



realistic functionality, from screwdrivers that fit into matching screws, to a functioning vise, hook-and-loop fabric for realistic sawing action and a real chalkboard surface. There's even a clock face with movable hands to help teach children how to tell time. This 23-piece set contains so much play value: shape sorting, hammer tapping, gear turning, bead counting, pretend sawing — and best of all, tools store in color-coded holes, with a storage tray below for everything else.

Pretend Play: Wooden Sparkling Smile Dentist Kit | Ages 3+ | \$29.99 | - Dental visits can be intimidating for little ones. Introduce the concept of oral care to children while taking the fear out of dentist visits with this play set! Each wooden dental tool features real functionality: the included dental mirror has an actual mirror, the syringe actually presses in, and the pretend toothpaste tube has a removable lid. Kids can practice extractions and cleanings using the wooden mouth base, which has 8 removable teeth, and the full set of wooden tools that includes a toothbrush, tongs, plaque scraper, and teeth cleaning diagram card. Featuring wooden components which are FSC®-certified, this 11-piece set also includes a diagram card and a fabric carrying case designed for effortless portability!



Learning & Educational: 4-in-1 Learn & Play Pack | Ages 4+ | \$19.99 | - If you're looking for the perfect all-around prep toy to get your child ready for pre-school, look no further! This set includes four complete activities made of extra sturdy cardboard designed for repeat use that won't bend: alphabet photo/word puzzle cards, a tie-your-shoe board, double-sided number and animal picture dominoes, and a teaching clock. Real-feeling shoelaces adorn a shoe-shaped board with hook-and-loop backing that fastens over a child's shoe or sock, making this transferable life skill that much easier to learn. Use the double-sided dominoes to match colors, match objects, and as a counting tool! Real-life photos adorn these alphabet cards with objects that correspond to each letter, making them perfect for early readers. Store it all in a pizza-style box equipped with a rope handle for simple storage and gifting.

Cardboard Puzzles: Dinosaur Floor Puzzle | Ages 3+ | \$16.99 | - This jumbo 48-piece puzzle is big, bright, and built for little hands. Pieces are extra-large, durable and chunky for easy gripping and long-time use. The fun extends learning beyond puzzle time with a dinosaur fact sheet, filled with illustrations that directly match the puzzle artwork. It shows where each dinosaur lived, what they ate, a fun fact, and phonetic pronunciation guides to help youngsters learn how to say those tricky names, all written at a 3-year-old level. Parents can feel the quality for themselves before they buy with a try-it-yourself puzzle piece looped on the carrying rope featured on the box. The completed puzzle is approximately 2 feet tall and 3 feet wide.



Wooden Puzzles: Wooden Shapes Easy-Grasp Peg Puzzle | Ages 18+ Months | \$17.99 | - For those who are brand new to the very concept of puzzles, check out this peg puzzle fully designed for beginners! Chunky easy-grasp pegs support each shape, designed specifically for developing fine motor skills in toddlers. Each shape matches to a colorful and cute illustrated background: sun, clouds and rainbow (plus a hidden mirror under the triangle for a fun peek-a-boo surprise!). This bright and sturdy peg puzzle teaches four basic shapes: circle, square, triangle, star, all with labeled names.

Blocks, Building & Construction: Wooden Shape & Animal Blocks | Ages 12+ Months | \$29.99 | - Take note: this is not your average block set – these blocks do things! This set of blocks incorporates a multi-sensory experience: different blocks have a rattle, a jingling bell, and colorful beads! This 15-piece set features unique pieces with adorable animal characters and patterns – decorated on every side. Squares, circles, triangles and arches – all blocks are chunky and easy to grasp for little hands. The variety of shape and sensory features encourages explorative and experimental play!



Trains & Vehicles: Animal Friends Wooden Stacking Train | Ages 12+ Months | \$29.99 | -

Animals and trains, what more could a kid want in their toy set? This classic toy train is reimagined with clever critter details! Cute animal characters and colorful patterns adorn this rolling toy train, setting it apart from the typical solid-color blocks most stacking trains offer. This 16-piece set includes 3 train cars and 13 colorful stacking blocks in a variety of shapes, featuring 3 adorable animal characters. These connectable cars have a safety-first design – the pegs that connect the cars are bendable and will flex rather than poke if a child were to fall on them. A built-in mirror on one of the train cars adds peek-a-boo fun. Connect the cars in any order and chug-a-chug-a forward with push-along play!



This is just a sampling of what will debut with the launch of Jasey’s Toy Chest! To learn more, visit them in-person at New York Toy Fair booth #6404 or visit <https://www.jaseystoychest.com/>. On its website, the company will share helpful activities and ways to support a child’s emotional and mental health development, with content developed in partnership with KMHF experts. The family at Jasey’s Toy Chest is committed to helping families navigate their children’s early years with resources and support.

About Jasey’s Toy Chest:

At Jasey’s Toy Chest, we believe in the power of magical moments – the kind that blossom through open-ended play, joyful learning, and heartfelt connection. This brand was created in loving memory of our son Jason (“Jasey”), who filled our home with creativity, adventure, and immense joy. His toy chest was a daily treasure hunt – every morning, he’d pull out blocks, puzzles, musical instruments, costumes, and dinosaurs, creating magical worlds of his own making. Our toys are a tribute to those memories and to the simple, magical moments that shape childhood. We’re also committed to supporting youth mental health – a cause deeply personal to our family. Drawing on decades of toy-industry experience, we craft toys designed to build skills, nurture confidence, encourage connection, and create lasting memories.

About The Kids Mental Health Foundation (KMHF)

The Kids Mental Health Foundation is the leading organization promoting mental health for children in the United States, committed to building a world where mental health is a vital part of the upbringing of every child. The Kids Mental Health Foundation’s mission is to provide free, expert-created resources so everyone can understand and promote mental health for children. It was created by Nationwide Children’s Hospital, home to one of the largest pediatric behavioral health departments in the country. kidsmentalhealthfoundation.org/

About The Jed Foundation (JED)

JED is a nonprofit that protects emotional health and prevents suicide for our nation’s teens and young adults. We’re partnering with high schools, colleges, school districts, and youth-serving community-based organizations to strengthen their mental health, substance misuse, and suicide prevention programs and systems. We’re equipping teens and young adults with the skills and knowledge to help themselves and each other. We’re encouraging community awareness, understanding, and action for young adult mental health. jedfoundation.org

About Early Learning Centre (ELC)

Early Learning Centre (ELC), established in the UK in 1974, is a trusted early years toy specialist dedicated to inspiring learning through play. Acquired by TEAL Group Holdings in 2019, ELC toys have been proven and loved across the UK, Europe, North America, Australia, the Middle East and Asia. ELC products are created by Addo Play Ltd, the manufacturing company of TEAL Group Holdings and global expert in product development and sourcing. ELC.co.uk