

CONTACT: KidStuff Public Relations
Lisa Orman • 608-575-1323
Lisa@KidStuffPR.com



MEET JASEY'S TOY CHEST: FRESH, JOYFUL WOODEN TOYS BUILT WITH PURPOSE

Westport, CT (April 6, 2026) – What could be more important to a child than imaginative play? Modern toys are feature rich, no doubt – but sometimes bells and whistles can take center stage over fundamental design. Does it need to charge to be played with? Does it *really* need an app? How much thought has been put into the toy as a play object, rather than simply a conduit for new and shiny features? There will always be a need for companies with big ideas and a grounded philosophy of fostering analog, imaginative play. **Jasey's Toy Chest** brings the joy of classic, imaginative play back to households with thoughtfully designed wooden toys that are developmentally rich and joyful, while centering on educational play and fun. And with Mental Health Awareness Month on the horizon in May, there's no better time to give Jasey's Toy Chest a chance!

Jasey's Toy Chest made their debut at Toy Fair 2026 with a spacious booth to accommodate a wide range of high-quality, responsibly sourced wooden toys, all made from FSC®-certified materials. The assortment includes everything from pretend play sets to learning puzzles for ages 1 through 5. Founders Brian and Lauren Bernstein were thrilled to meet fellow industry insiders, toy media and more to help spread the word about Jasey's Toy Chest and their vital mission. 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.

Youth mental health advocacy is at the heart of the Jasey's Toy Chest identity. Their 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 also partners with The Jed Foundation (JED) to protect emotional health and prevent suicide for teens and young adults nationwide. Jasey's Toy Chest is honored to be The Kids Mental Health Foundation's (KMHF) Corporate Collective partner in the preschool and early childhood toy category. Working together with clinical experts at The Kids Mental Health Foundation, they develop play tools and resources that complement their toys.

Promoting healthy social, emotional and mental development, Jasey's Toy Chest toys are designed from the ground up to foster pretend play and imaginative exploration for young children during tender, formative years – all while being affordable for the average household budget. With 89% of products priced under \$30, Jasey's Toy Chest makes quality developmental toys accessible to families while supporting a meaningful mission.



[Magnetic Mix & Match People | Ages 2 + | \\$19.99](#)

- Teach your child early that they can be anyone they want when they grow up! Mix, match and imagine with wooden everyday heroes that click together with hidden magnets for creative play. The separate head and body pieces let kids invent their own characters and create stories through imaginative play. Characters include a firefighter, chef, astronaut, doctor and police officer. These friendly faces and colorfully decorated characters welcome kids into pretend play naturally!

[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 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, a pair of tweezers, and a play drill. This 11-piece set also includes a teeth cleaning diagram card and a soft carrying bag designed for effortless portability!

[Cruisin' Crocodile Wooden Pull Toy | Ages 12 months + | \\$24.99](#) | - This wigglin' crocodilian follows you wherever you go! Meet your new favorite walking buddy with this friendly green crocodile that zigzags and wiggles with every step. Lightweight with a rope easy for little ones to grasp, this crocodile is the perfect companion for toddlers who are just finding their feet. As kids pull their new friend along, the crocodile's tail wags, and the chunky wheels roll smoothly across the floor. Every step builds gross motor skills, coordination, and confidence.



[Wooden Shape & Animal Blocks | Ages 12 months + | \\$29.99](#) | - Take note: this is not your average block set! Inside this set, you'll find blocks with a jingle bell, a rattle, and colorful beads that add a whole new sensory layer to playtime. Shake the rattle, roll the cylinders along the floor, or build a tower and knock it all down. Top your tower with the elephant, giraffe, and lion to create stories with your cute animal friends. Every block has graphics on both sides, giving kids even more to look at and talk about as they play.

colorful wooden sea friends with the magnetic fishing rod, then place each one back where it belongs. The vibrant, illustrated puzzle board features a beautiful underwater seascape and decorated artwork to help kids identify where each sea critter belongs. This set includes all sorts of marine life – 2 fish, a shark, octopus, clam, turtle, crab, jellyfish, whale, and starfish – all illustrated in a colorful and friendly style, inviting young kiddos to work on mindfulness and hand-eye coordination.

[Wooden Magnetic Fishing Puzzle | Ages 3 + | \\$16.99](#) | - Gone fishing! Children ages 3 and up can catch 10



[Wooden Pets Puzzle & Play Pieces | Ages 12 months + | \\$14.99](#) | - Eight pet friends are waiting to find their spots in this colorful living room scene! Match each chunky piece to the board, then lift them out and let the storytelling begin. The pieces stand on their own, so the fun doesn't stop when the puzzle is solved. A cat, rabbit, hamster, parrot, fish, turtle, and 2 dogs are all chunky, smooth, and sized just right for little hands.

To see the full spread of diverse toys from Jasey's Toy Chest in advance of Mental Health Awareness Month in May, and to learn more about their core mission, visit <https://www.jaseystoychest.com/>. The Jasey's Toy Chest

website also offers strategies and activities to help support a child's emotional and mental health development, developed in partnership with experts from The Kids Mental Health Foundation. Bring the wonder back to playtime with Jasey's Toy Chest!

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.