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JASEY'S TOY CHEST'S YEAR SHINES EVER BRIGHTER WITH TEN PLATINUM AND THREE GOLD AWARD WINS FROM OPPENHEIM TOY PORTFOLIO

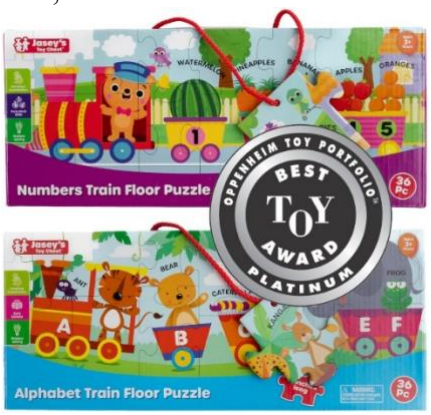
WESTPORT, Conn. (November 23, 2026) –**Jasey's Toy Chest** - the family-owned toy company dedicated to bettering children's mental health and development – has earned 13 awards from **Oppenheim Toy Portfolio**, the prestigious and trusted independent consumer organization. Oppenheim has announced **10 Platinum Awards** and **three Gold Awards** for the company whose thoughtfully designed toys have appealed to parents and retailers alike this year. Jasey's Toy Chest's 10 Platinum Awards, Oppenheim's highest honor, give it more Platinum-winning products than any other brand recognized by the Oppenheim Toy Portfolio in 2026.

The Oppenheim Toy Portfolio Platinum Awards are given to the most outstanding and innovative products of the year. The field of winners in each age category is a small group, making attaining this level truly coveted and prestigious for toy companies. The independent consumer organization was co-founded in 1989 by child development experts and mom and daughter team Joanne and Stephanie Oppenheim. The Oppenheims have been Contributors to NBC's *TODAY Show* for over three decades. Their other notable awards include the Gold Seal Award, given to highly recommended products, and the Blue Chip Award, which honors classic products.

After reviewing Jasey's Toy Chest introductions in its inaugural year, Stephanie Oppenheim said, "We were delighted with the arrival of Jasey's Toy Chest - a wonderful new resource for parents for quality toys and puzzles for young children. Their first collection was a hit with our toy testers, and we look forward to seeing what comes next."

A tremendous amount of research, thought and care is put into every offering, and it is heartening to Co-founders Brian and Lauren Bernstein to see that care recognized by valued and respected voices in the industry. Co-founder and CEO Brian Bernstein said, "What makes this recognition mean so much is how Oppenheim judges toys. The seasoned experts see if a toy does what it says it will and assess quality and play value. The best of those products are sent to families to get feedback and see if toys are still being played with weeks later. To be recognized this way tells us we are making toys that kids love and come back to again and again, and for us, that is what matters most."

Lauren Bernstein, Co-founder and Chief Mission Officer for Jasey's Toy Chest, added, "This has been such a meaningful year for us. We are thrilled with the awards, and we are moved every time a family, a store owner, or a buyer tells us that what we stand for, helping kids grow and supporting youth mental health, is part of why they love Jasey's. To see our toys and our mission resonate together like this is everything we hoped for."



Seven of its 10 Platinum wins are in the Preschool age category. In just its first year, Jasey's has become one of the fresh new stories in wooden toys.

Platinum Award Toys for Preschoolers:

Puzzles are already a wonderful way to develop a child's spatial awareness and problem solving skills through organic play, and Jasey's **Numbers Train Floor Puzzle** **($12.99, Ages 3+)** adds an additional layer of fun and educational value with the introduction of numbers. Decorated with a colorful train carrying fruit in discrete amounts, children can count along with the numbered train cars to learn written numbers

and visualize the quantity. As the Oppenheim review explains, “This 36-piece puzzle provides a fun and playful way to reinforce counting to 20 with your preschooler. The pieces are oversized and well-made.” Oppenheim testers were also eager to try the **Alphabet Train Floor Puzzle** **($12.99, Ages 3+)** which features animals and letters to learn.



Jasey’s Toy Chest knows that dinosaurs are a sure way to capture a child’s imagination, as evidenced by their **Dinosaur Floor Puzzle** **($16.99, Ages 3+)**. Oppenheim testers highly recommend this puzzle if you have a young dinosaur lover in your household, thanks to the sturdy and well-illustrated pieces that are built to last. "This is so big!" noted our tester about this oversized floor puzzle that comes with 49 jumbo pieces. “The cardboard is thick and sturdy, making it pleasing and easier for little hands to work with.” And if dinosaurs aren’t quite to your little one’s taste, the Oppenheim Toy Portfolio also recommends the **Farm Floor Puzzle** **($16.99, Ages 3+)**, illustrated with a pastoral farm, farm animals, and a tractor.



Jasey’s Toy Chest’s **Wooden Busy Wheels Garage Playset** **($84.99, Ages 3+)** is another new Platinum Award-winner, wowing the Oppenheim testers with its play features and imaginative play value. “Our parent testers liked that there was an EV station, a gas pump and a car wash on the ground level. Lots of opportunity here for pretend play…” The three-level elevator and connected pathways help develop kids’ hand-eye coordination, all while promoting pretend play and story-making via the car-service stations through the set.



Previously a gold award winner that was promoted to Platinum upon further playtesting, the **Press & Pop Toaster Set** **($19.99, Ages 3+)** continued to warm the hearts of parent and child play-testers for the Oppenheim Toy Portfolio. The testers loved the robust and immersive pretend-play value of this super cute toy kitchen appliance. The bright colors and sweet faces on the toaster and bread invite kiddos to invent their scenarios through play. “This new Toaster set is adorable… There is a dial on the toaster as well as a pop-up mechanism that delighted our testers.”



The **Wooden Off to the Rescue Vehicle Carrier** **($24.99, Ages 3+)** from Jasey’s Toy Chest is another toy which graduated from gold to Platinum through additional testing. With its elegant and sturdy design, kids can lower and raise the multi-layered truck bed to load up cars, putting play-power in their hands. The Oppenheim review says, “Our preschoolers adored this wooden vehicle carrier… A great addition to trains and blocks!”



Platinum Award Toys for Toddlers:

Offering little ones the opportunity to imagine and learn seamlessly through play is a specialty of Jasey’s Toy Chest. It’s this thoughtful approach that leads to toys like their **Wooden Vehicles Puzzle & Play Pieces** **($14.99, Ages 12 months+)**, which encourages toddlers to problem solve, engage in imaginative play, or do both.

Oppenheim testers were huge fans of the versatility of this elegantly simple toy. “Our testers LOVE this puzzle… What's especially fun is that the vehicles can be used for dramatic play on their own or used in block play.” There is also the adorable **Wooden Farm Puzzle & Play Pieces** **($14.99, Ages 12 months+)**, which received boosted Platinum status from Oppenheim Toy Portfolio. This set instead includes friendly farm animals and a tractor in lieu of municipal vehicles.





Toys designed to be ergonomic for tiny hands will naturally invite repeat play, as the **Wooden Farm Easy-Grasp Peg Puzzle** **($17.99, 18 months+)** demonstrates. Illustrated with friendly-faced animals and crafted thoughtfully with easy-to-grasp pegs, Oppenheim toy testing tots absolutely loved removing the pieces, playing pretend, and fitting them back into their proper place again and again. “A beautifully crafted puzzle… The illustrations are lovely and have a storybook quality. The wooden knobs make these easier for younger toddlers to grasp -- making this the perfect first puzzle. Your toddler will enjoy picking up the pieces… You can talk about the names and the sounds the animals make as you explore the puzzle together.”

Gold Award-Winners from Jasey’s Toy Chest:



Hands-on play is vital for children to develop independence as they imitate their mom and dad doing “grown up jobs” such as cooking and meal prep. Thanks to the **Wooden Slice & Play Fruit Crate** **($19.99, Ages 3+)** little ones can “cook” alongside their parents and develop their self-confidence through first-hand pretend play. Oppenheim parent testers noted how much their kiddos loved the Slice & Play feature of this toy food set. “Our preschool testers loved the activity here of using the included wooden knife to open the fruit pieces… Our parent testers noted that the set was well-crafted. The crate and the fruit were all smooth.” For added variety, parents can also seek out the Gold Award-winning twin set - **Slice & Play Veggie Crate** **($19.99, Ages 3+)** featuring a spread of healthy vegetables for pretend cooking play.



Jasey’s Toy Chest always gives careful consideration to parents as well as kids, ensuring toys are easy to pick up and store. As such, Oppenheim testers were pleased with the **4-in-1 Dinosaur Puzzle Set** **($12.99, Ages 2+)**, describing in their review, “A clever set of puzzles (each comes in its own paper bag)… Each puzzle set has a different color on the reverse side, making it easy to sort if the bags go missing.”

In addition to the Oppenheim Toy Portfolio honors, Jasey’s Toy Chest won a *Good Housekeeping* 2026 Best Toy award and four *Parents* Best 2026 Toys of the Year awards earlier this fall. Jasey’s Toy Chest partners with over 1,100 stores across all 50 states, including specialty toy shops, children’s boutiques, gift and home stores, school-supply retailers, and hospital gift shops, as well as Barnes & Noble nationwide and online. Jasey's offers 50 items, 42 of them at a suggested retail of $29.99 or lower, delivering quality and value at a time when families are watching their budgets. To see the full collection and the family's story, visit https://www.jaseystoychest.com/.

About Jasey’s Toy Chest

At Jasey’s Toy Chest, we believe in the power of magical moments, the kind that grow 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 joy. His toy chest was a daily treasure hunt of blocks, puzzles, instruments, costumes, and dinosaurs, worlds of his own making. Our toys are a tribute to those memories, and to supporting youth mental health, a cause deeply personal to our family. Drawing on decades of toy industry experience, we make screen-free toys designed to build skills, nurture confidence, and create lasting memories.