



## Edx Education Brings Fun & Learning to TOTFest® Festival!

Leading educational toy brand Edx Education has joined forces with TOTFest® – the mega festival for tiny tots – for a summer of fun and learning! The TOTFest® festival season kicked off with enormous success on 21st May, 2023 in Yorkshire, with further events taking place in the Midlands, Berkshire and Hertfordshire from 11 June – 8 July. 19,000 guests are attending the TOTFest® festivals this summer, with 90% of children aged 1-5 years old.

Visitors at the TOTFest® events can enjoy the brand's award-winning educational toy ranges in the dedicated 88m2 Edx Education Zone tent for immersive fun and learning for families, with an additional outdoor area showcasing the active play ranges. Best-selling Edx Education collections include their Rainbow Pebbles, Maths Cubes, Whizzy Dizzy, Step-A-Stones, Step-A-Forest, Step-A-Logs, Balancing Path set, Geo Pegs & Board Set, and the newly launched My Gears® construction toy ranges.

Heather Welch, Edx Education GM for UK, has been getting in on the action bringing her vast knowledge of the benefits of 'learning through play' as a qualified primary school teacher to the event:



*"It's been such a wonderful opportunity working with TOTFest and so much fun engaging with children and their families as they interact with our educational toy ranges. The feedback from parents has been amazing and it's so enjoyable watching the delight on children's faces as they immerse themselves fully with our ranges. We're really looking forward to TOTFest's upcoming events as the summer unfolds and are excited to continue to build our relationship with the awesome TOTFest team!"*

Pink Bear Events Ltd 's TOTFest® is the brainchild of Maddy Griffiths and Kerrie Goude, who came up with the idea of creating the dedicated baby and toddler festival in 2018, while they were both on maternity leave. Kerry and Maddy wanted to create a festival that would not only be fun, but would engage children's imaginations and create ever-lasting precious memories for families as they enjoy quality together.



Kerrie Goude, says: "We are delighted to be working in collaboration with Edx Education across all 4 TOTFest festival sites this year. Their philosophy of learning through play shines so strongly in the products they produce, which makes it a perfect fit for our festival ethos. We just know that children and parents alike will find the Edx Education Zone a really wonderful addition to the event"



Tickets to the TOTFest® events are £10 for children aged 6-11m and £19 for adults and children aged 12m+. Further information can be found here: <https://www.totfestfestival.com>

Check out Edx Education's full educational toy ranges at [www.shopedx.co.uk](http://www.shopedx.co.uk)

**For further information, please contact Melissa at Fuse Communications:**  
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**Edx Education x TOTFest® Images:** <https://www.dropbox.com/sh/w6z7bdnzyyz3kb5/AACSJe2NKAwb-cJLXRX1Jrtva?dl=0>

