



**Media Contacts:**

Select product samples available upon request  
Images available [here for download](#)

Grant Passell – [gpassell@wearefalls.com](mailto:gpassell@wearefalls.com)

Jenny Bahun – [jbahun@wearefalls.com](mailto:jbahun@wearefalls.com)

## **Step2® Product Information – Holiday of Play**

### **Step2® Up & Down Roller Coaster Rapid Ride & Hide Edition™**

Bring the best part of the amusement park home for your toddler!

As the first to bring the excitement of a roller coaster to your child's play space, Step2 roller coaster toys are an exciting addition to any child's indoor or outdoor play area. Experience the thrills of an amusement park roller coaster anytime with our [Up & Down Roller Coaster Rapid Ride & Hide Edition™](#)! Your toddler or preschooler can't wait to cruise down the included 9 ft. of roller coaster track on the vibrant red ATV-style coaster car! They'll practice gross motor skills by pushing the coaster car back up onto the platform, as well as balance and hand-eye coordination while rapidly riding down the track. The ATV-style coaster toy car features a high back, handrail, and foot rests for a safe, secure ride down the track; or for use off the coaster track as a riding toy! Kids will ride and then parents can "hide" this roller coaster toy when playtime fun is done– the coaster pieces easily come apart for convenient and compact storage if necessary. Made in USA of US and imported parts.

#### Product Features:

- Coaster toy pieces come apart easily for convenient and compact storage when playtime fun is done.
- 2 sets of non-slip steps lock securely into the 4-piece track for platform access from both sides.
- Recessed retainer wells hold the coaster car until kids are ready to roll.
- Over 9 ft. (2.74 m.) of up and down riding track included.
- ATV-style coaster car has a high back, handrail, and foot rests for a secure ride.
- Made EverTough™– this roller coaster toy for toddlers features unmatched strength and durability, making it great for playtime peace of mind and easy upkeep.
- Coaster car arrives completely assembled and holds up to 50 lbs. (22.7 kg.).
- Minimal adult assembly required.
- In the box: 4-Piece riding track, coaster car, platform steps.







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Why We Love the Up & Down Roller Coaster Rapid Ride & Hide Edition™			
			
<b>Single-Rider Design</b>	<b>4-Piece Track</b>	<b>Safety Built-In</b>	<b>Easy Storage</b>
Coaster toys are a great way to teach sharing along with the concept of patience. Remind kids to stay clear of the track as others ride down!	Over 9 ft. of up and down riding track is included! The back-and-forth play (like slides), encourages physical activity as kids reset the coaster car to ride again.	Wide, non-slip stairs allow easy platform access, where the coaster car sits in recessed wells for stability. The car includes molded-in foot rests, handrail, and high back for a secure ride.	Kids will ride, and parents will “hide” this roller coaster toy! Simply take apart the pieces and they neatly tuck away for compact storage after playtime.

Why Play with Coaster Toys?			
<b>Physical + Motor Skills</b>	<b>Esteem + Self-Expression</b>	<b>Sensory Exploration</b>	<b>Language + Social Skills</b>
Climbing on and off the coaster car requires physical dexterity and helps develop gross motor skills. Kids learn to balance on a coaster toy, using their core strength as they cruise down the track. Plus, the “back and forth” nature of coasters (like slides) encourages physical activity.	The easy return style of the coaster car allows kids to reset the coaster on their own to keep playtime going – and builds confidence the more they do it! At first, they might need help from Mom and Dad to climb onto the car. The more they play, the more comfortable they’ll be!	Coaster toys are typically used in outdoor play areas, so they open kids up to new sights and sounds not found in their usual daily routine. The quick movement down the track introduces new sensory concepts like feeling the wind on their face and the sound of the wheels on the track.	Coasters are designed as single-rider toys, making them a great option to teach sharing along with taking turns and the concept of patience. Kids will also expand their vocabulary as they play with words like “coaster”, “climb”, and “car”.

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**Side-By-Side Push Around SUV™ by Step2®**

Cruise the neighborhood together with this stylish two-seater ride-on toy!

Take the fun of outdoor ride-on toys to the next level with the side-by-side design of this double ride-on! Two toddlers can ride comfortably in the all-new [Side-By-Side Push Around SUV™ by Step2](#), each with contoured seats and lots of leg room. From the realistic off-road SUV styling to the large wheels with swivel steering and extra storage under the seat bench, this double ride-on toy has so many features that add excitement to any adventure. Buckle up with the two seat belts and fold the adjustable canopy down to lock into place for a shaded ride. Little ones can even pretend to drive their off-road dune buggy, each with their own steering wheel! There's even extra storage for parents, too; store trip essentials in the mesh pockets on the back of the canopy base. Ready to ride? With this double-sided ride-on, walks around the neighborhood and beyond are a breeze! Made in the USA of US and imported parts.

**Product Features:**

- Realistic off-roading SUV design features headlight and front grill detailing.
- Side-by-side design accommodates two toddlers.
- Each toddler has their own safety belt and steering wheel.
- Included canopy provides shade for kids to ride in comfort.
- Canopy is easy to disassemble to make transport easy in most standard trunks.
- Extra storage for kids on the go – flip the bench seat up to store trip essentials.
- Store even more accessories in the mesh pockets on the canopy base.
- Wide, easy-grip handle lets parents push and steer with ease.
- Easily steer and maneuver the ride-on toy with the front swivel wheels.
- Maximum weight per child in ride-on: 50 lbs. (22.67 kg.)
- Made EverTough™, this double-seater ride-on toy is uniquely indestructible, ready to outlast hours of playtime fun!
- Adult assembly required.
- In the box: Double-sided ride-on base with bench seat, four large wheels, canopy with hardware, two safety belts and two steering wheels.







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Why We Love Side-By-Side Push Around SUV			
			
Two Steering Wheels	Built-In Storage	Safety Belts Included	Removable Canopy
No need to share! Each rider has their own steering wheel so they can pretend to drive the SUV to wherever they'd like.	Lift the bench seat to reveal a hidden storage compartment perfect for road trip essentials. Plus, there's mesh pockets at the base and top of the canopy to hold parent's belongings too!	Little ones can buckle up with the toddler push-car's two included safety belts for a safe and secure ride.	Canopy and handle disassemble in just a few simple steps, making transport via most standard vehicle trunks and off-season storage a breeze!

Why Play with Ride-On Toys?			
Physical + Motor Skills	Visual + Memory Skills	Sensory Exploration	Creativity + Role Play
Mastering the handling of the steering wheel, honk of the horn and opening and closing the doors help develop gross and fine motor skills.	Wagon and car ride-ons help to build understanding of space and the objects contained within, from their cargo under the seats to how their legs fit below the wheel.	The movement of the ride-on allows kids to feel the wind on their face when they're pushed fast, or hear the way the wheels sound on different surfaces.	When little drivers are being pushed or moving with kid-power, their imaginations run wild! Encourage your child to share their thoughts as they pretend to drive during the ride.



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**Step2® Ball Buddies Adventure Center™ - Toy Insider 2020 Gift Guide Winner**

Ball play meets water play with the [Ball Buddies Adventure Center™!](#)

The Ball Buddies are back and ready to haul toy balls around this two-tier kids' water table! In addition to the classic Ball Buddies dump truck, this outdoor water play table for kids includes a Ball Buddies helicopter, boat, and a train – that can haul two play balls at once! The Ball Buddies characters can't wait to go on adventures around the lazy river, or cruise around the bends of the molded-in roadways and bridge attachments. With a large footprint, tons of included accessories, and many ways to play, this toddler water table is an outstanding option for engaging social play for multiple kids. Plus, the individual stations positioned around the basin provide additional options for little ones who want to play on their own. Little adventurers can use the hoops to toss play balls into the water, and enjoy exciting cause and effect water play with the spinning wheel and included scoops. There's even an interactive whirlpool spinner on the bottom level so little ones can get the water moving to create a lazy river. Get the kids outside for epic adventures with the Ball Buddies and this large outdoor water table! Made in the USA of US and imported parts.

**Product Features:**

- Includes four Ball Buddies characters – a train, boat, dump truck, and helicopter!
- Two-tier water table play provides lazy river basin in addition to molded-in roadways, bridges, and loading dock platforms.
- Great pretend play toy for social play to teach sharing, taking turns, and patience!
- Multiple stations and accessories allow kids to play together or to play on their own and experience water play in their own way.
- Clean-up is easy with convenient notches in the table legs to hold play balls and basin space to corral the accessories.
- Engaging water play stations include two hoops, water-activated spinner, and whirlpool spinner in the bottom basin.
- Made EverTough™ – this kids' outdoor water table features unmatched strength and durability, making it great for worry-free playtime with easy upkeep.
- Features non-leak drain plug to keep water in during playtime, and makes draining clean-up easy.
- Holds up to 2.8 gal. of water.
- In the box: Water table base and legs, 4 Ball Buddies toys, ball-picker tongs, 2 hoop towers, water-activated spinner, bridge attachment, whirlpool spinner, 3 cups, 10 play balls.



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Why We Love Ball Buddies Adventure Center			
			
<b>More Ball Buddies Fun</b>	<b>Two-Tier Play</b>	<b>Accessories Included</b>	<b>Water Action</b>
This kids' water table includes three more Ball Buddies characters in addition to the classic Ball Buddies dump truck!	From lazy river to seaside roads, two-tier play allows more space for kids to interact with each other, or claim their own station to play their own way.	Ball play meets water play with hoops, spinners, cups, Ball Buddies characters, and toy balls all included with this exciting outdoor water table.	Little adventurers will have a blast with the water-activated spinner on the top tier, along with making a splash in the bottom basin with the whirlpool spinner!

Why Play with a Water Table?			
<b>Sensory Exploration</b>	<b>STEM Learning</b>	<b>Language + Social Skills</b>	<b>Physical + Motor Skills</b>
Water play introduces kids to new textures, temperatures, sights and sounds. Actions like splashing engage multiple senses at once, and encourage children to actively use their senses as they explore. With water, every movement presents an opportunity to see, hear, and feel something new.	Teaches early physics concepts like motion. Water toys with slides, spinners and funnels are a great way to teach kids about cause/effect. Incorporate learning into play is by letting kids make predictions about what will happen when water enters a spinner, or a rubber duck is placed on top of a slide.	Water toys help kids build important social skills like taking turns and experimenting with role play. Water play is also great for widening a child's vocabulary, as they start using words like "splash", "sink", and "float".	Water play is a great way to practice physical development. When your child pours water from a bucket, they practice both physical dexterity and hand-eye coordination. Water toys also help develop fine motor skills and the pincer grasp as kids practice squirting, stirring and squeezing different accessories while they play.

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**Step2® Classic Chic Kitchen™**

This play kitchen captures the latest design trends and lots of play value in a small space!

Junior chefs can play in style with the [Classic Chic Kitchen™ by Step2](#). Not only are there so many beautiful finishing and details to admire, there's also so much to do! Pretend play gets a makeover with this small-footprint play kitchen that packs big play value in every station. Pops of gold in the sink faucet, utensils, and appliance pulls offset the deep blue hues and faux tile backsplash, while the modern gray countertop with on-trend faux marble inset provides plenty of space to prep pretend ingredients. Offer guests their favorite brew with the built-in coffee station and find everything you need in the windowed refrigerator and storage bins! Enjoy a snack with friends at the breakfast bar with included stool, serving up their favorite meal from the pretend stovetop with real working lights and sounds. Little ones can whisk, scramble, bake, and more at this play kitchen playset, with plenty of space for friends to assist. When playtime fun is done, built-in storage space ensures every accessory has a place after pretending to clean up with the large farmhouse-style sink! Made in the USA of US and imported parts.

**Product Features:**

- Play kitchen design mimics home décor trends with features like realistic tile backsplash, faux gold faucet and appliance pulls, faux marble countertop inset, detailed range hood, and deep blue accents.
- Built-in storage space includes extra shelving, hanging utensil rack, windowed pretend refrigerator space, and pull-out bins.
- Extra counter space doubles as a prep station or breakfast bar with included stool.
- Kitchen playset encourages parallel play for multiple kids at different stations, and offers plenty to do for solo play too!
- Make a fresh pot of coffee with the molded-in coffee station and coffee pot.
- Get cooking with the kitchen playset's stovetop feature, with clickable knobs for added sensory play.
- Encourages toddlers to think out of the box and explore new ways to play.
- Pretend stovetop burner features realistic electronic lights and sounds (requires 2 "AA" batteries, not included).
- Made EverTough™, this play kitchen for toddlers features unmatched strength and durability, making it great for worry-free playtime with easy upkeep.
- In the box: Play kitchen with decals, 30-piece accessory set including cookware, dishes, stool, and more.







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Why We Love Classic Chic Kitchen			
			
<b>Built-In Storage</b>	<b>Accessories Included</b>	<b>Fresh, On-Trend Design</b>	<b>Electronic Stovetop</b>
Clean-up is a breeze with so much storage space! Storage bins, molded-in shelving, spice rack, and more options to store accessories add style and function to this kitchen playset.	From the pretend “gold” cookware and serve ware, dish set, and so much more, this kitchen playset has tons of kid-friendly kitchen items for fun imaginary play!	Pops of gold in the sink faucet, utensils, and appliance pulls offset the deep blue hues and faux tile backsplash, while the modern gray countertop with on-trend faux marble inset look great next to the farmhouse-style sink.	This kids’ play kitchen features an electronic stovetop burner with working lights and realistic sounds!

Why Play with a Play Kitchen?			
<b>Creativity + Role Play</b>	<b>Physical + Motor Skills</b>	<b>Language + Social Skills</b>	<b>Critical Thinking</b>
Pretend play gets kids engaged in storytelling as they act out new scenarios and communicate what imaginary things are going on – a great way to flex creativity and language skills!	Play kitchens present kids with so many ways to practice their motor skills, like grasping and using small accessories and utensils, opening and closing doors, and turning oven knobs.	Role playing requires kids to engage in storytelling as they make up scenarios and communicate with others about what role they’re playing. They also have to react and build off of what the other person said or did.	Running into problems while playing, like trouble closing the refrigerator door when too many items are placed inside or trying to swivel the faucet over a full sink, allows children to think through problems and craft solutions.





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**Step2® Brand Story**

The Step2 Brand: We Bring Family Together.

Kids are the dreamers, the storytellers, the athletes, artists, and actors. They’re the playtime visionaries ready to explore, think, and learn through uninhibited play. Our team at Step2 is proud to create new ways to play, to turn every child’s imaginary world into a reality. Behind those magical playtime spaces full of wonderment and exploration is one – or many – of our uniquely indestructible toys, from playhouses and play kitchens, to climbers, ride-ons and so much more. Part of multiple generations of play, we’re the innovators working to keep our tradition of active social play at the forefront of countless childhood memories.

So keep playing, dreaming, and exploring with your child. Just imagine what they’ll imagine – that’s where we’ll be, continuing to bring “what could be” to life. For more information, visit [www.Step2.com](http://www.Step2.com).

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