



Press Release

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Games by BRIGHT of Sweden announces M as in Monkey™ wins Mom's Choice Gold Award®

Games by BRIGHT of Sweden are proud to announce that our M as in Monkey™ has won the prestigious, internationally recognized Mom's Choice Gold Award® 2018.

The winners were announced April 5th and M as in Monkey™ won a gold seal.

The Mom's Choice Awards® (MCA) evaluates products and services created for children, families and educators. The program is globally recognized for establishing the benchmark of excellence in family-friendly media, products and services. The organization is based in the United States and has reviewed thousands of items from more than 55 countries.

Games by BRIGHT of Sweden are proud to accept this Award and will promote the golden seal on the game with honor. Mom's Choice Awards®: Around the world, parents, educators, retailers and members of the media look for the MCA mother-and-child Honoring Excellence seal of approval when selecting quality products and services for children and families.

M as in Monkey™ is where the young players learn letters and play with them.

It's a fun and fast-paced game that can be described as bingo meets memory. You are looking for the first letter for the item on a picture; or the other way around. For kids new to English language, the game is a great way to play with words.

Educational toys and games are hot and the demand for fun games motivating a child's mental, social, and physical development keep on growing. Parents are keen to find toys and games that stimulates the children's minds and that engage them.

In this light, we're launching our line of Play & Learn games under the name Sigma's World™.

Our Sigma's World™ Play & Learn games let families play and spend quality time together, while the kids' minds are absorbing what's to learn in playing our games.

The sweet monkey Sigma is the guide in all the games in his world!

In Sigma's World, our games 4 bananas™, Race to 10™ and M as in Monkey™ are available today, and lots of new games are waiting to be launched in our Sigma's World™ line.

Next in line for 2018 is Pi and the planets™, where Sigma and his scientist friend Pi are planet gazing!

For more information you are warmly welcome to visit our website at: www.gamesofsweden.se

