



Press Release

For immediate Release
January 22nd, 2018

Games by BRIGHT of Sweden presents **M as in Monkey™ - launch at ToyFair NY**

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Games by BRIGHT of Sweden proudly present M as in Monkey™ - our new Sigma's World™ game

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.

The release of M as in Monkey™ is at ToyFair in New York, February 17th-20th at The Javits Center, in booth # 6741.

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™.

The games in our **Sigma's World™** are Play & Learn games; learn while having lots of fun! With our background in developing STEM teaching products since 2005, and making strategy games, we infuse education in play in a fun and inspiring way

Our **Sigma's World™** 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 in February even 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

