**FOR IMMEDIATE RELEASE**

**[Hong Kong, 1 March 2024]** - Cubo Toys introduces Cubo Sticky Feelings, an emotions coaching toolkit designed to help preschoolers learn essential self or co-regulation skills.

**Cubo Sticky Feelings: Preschoolers Master Emotions with this Regulation Toolkit**

Cubo Toys launches the second social emotional learning box in the Cubo Sticky range. Cubo Sticky Feelings is a simplified emotion coaching toolkit used for preschoolers 3 years old and above. It follows a 3-step process where children learn how to connect, listen, and regulate using 18 emotion cards and 20 coping strategies.

“Our aim is to empower the Anne Sullivan’s of this generation and the Helen Keller’s of our time to thrive by providing tools that promote emotional intelligence and well-being. Cubo Sticky Feelings equips parents with effective emotion coaching resources that are used by hundreds of thousands of qualified early childhood professionals. We’ve seen non-verbal students use our visual tools to express their feelings to teachers and their peers,” said Karen Villard, Founder and Chief of Play at Cubo Toys.

Cubo Sticky Feelings is a 2-in-1 multi-usable toy where preschoolers learn emotion concepts and practice regulation skills. Spark Play Awards recognized Cubo Sticky Feelings as an effective Mindfulness Toolkit for the next generation of resilient preschoolers. With Cubo Sticky Feelings, Cubo Toys continues to redefine the toy industry by delivering products with sustainability and early learning in mind.

**Media Contact:**  
Karen Villard  
Founder and Chief of Play  
Cubo Toys  
Phone: +852 5480 9643  
Email: media@cubotoys.com  
Website: [https://www.cubotoys.com](https://www.cubotoys.com/)

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**[Hong Kong, 1 March 2024]** - Cubo Toys introduces Cubo Montessori Box, a modular and space-saving solution for Montessori-inspired learning, as a continued commitment to reduce toy wastage and increase reusability value of toys in the playrooms.

**Cubo Montessori Box: Babies Extend Play Time through Modular Toys**

Cubo Toys launches the Cubo Montessori Box range with its first kit called the Starter Kit, a 3-in-1 Imbucare box for babies 6 months and above. According to Piaget’s theory, the object permanence box, a common Montessori toy, teaches children that an object is still there although they cannot see it.

“We believe in providing children with Montessori-inspired toys that foster learning while minimizing clutter and environmental impact. We chose beech wood timber that has a higher growth rate than harvest rate making it highly sustainable. Parents only need to buy the wooden box once through the Starter Kit then choose to extend play by collecting the modular parts,” said Karen Villard, Founder and Chief of Play at Cubo Toys.

Cubo Montessori Box is a modular toy range that grows with the child from 0 to 5 years. It features 24 play patterns across 8 collectible play kits from babies, toddlers, and preschool years. The Cubo Montessori Box is nominated as Top 100Nominee in the Green Product Awards 2024 under the Kids category, a highly sought sustainability and international awards based in Germany. This recognition highlights the innovation and commitment to sustainability, solidifying Cubo Toys' position as a leader in eco-friendly toy design.

**Media Contact:**  
Karen Villard  
Founder and Chief of Play  
Cubo Toys  
Phone: +852 5480 9643  
Email: media@cubotoys.com  
Website: [https://www.cubotoys.com](https://www.cubotoys.com/)