**FOR IMMEDIATE RELEASE**

**[Hong Kong, 1 March 2024]** - Cubo Toys, a toy startup dedicated to sustainability and early learning, is taking significant strides in addressing the global issue of toy wastage. By focusing on low-impact design, Cubo Toys aims to reduce toy wastage while promoting critical early learning skills.

**Cubo Toys: Tackling Toy Waste with Toys that Grow with the Child**

Cubo Toys is committed to providing children with teacher-curated educational toys while addressing the pressing issue of toy wastage. Studies indicate that 95% of toys go unused or are forgotten, contributing to environmental concerns when 80% of those end up in the ocean or landfills. By offering a modular or multi-usable design, these low-impact toys adapt and grow with the child's learning and developmental needs.

"At Cubo Toys, we help conscious parents move away from single-use (plastic) toys through our open-ended, modular, or multi-usable range. Our low impact design reduces toy wastage by increasing the multi-usability feature, allowing the majority of the toy parts to be played over and over again." - Karen Villard, Founder and Chief of Play at Cubo Toys.

Cubo Toys launched their social-emotional learning boxes called the Cubo Sticky range with two products namely Cubo Sticky Schedules and Cubo Sticky Feelings in late 2023. Their first modular toy called Cubo Montessori box is slated to be released towards mid of 2024.

**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/)