

Toy stores across the country will be celebrating the joy of play during Neighborhood Toy Store Day on November 12, 2011. We are pleased to announce that the Learning Shop will be participating this year! By participating in Neighborhood Toy Store Day we hope to spread the word that specialty toy retailers are more than just stores, they are a central part of a vital community.

Bringing neighbors together for a day of fun in the spirit of giving is what this event is all about! At each Learning Shop there will be a host of activities, game demos, amazing science experiments, and spectacular arts and crafts projects! You might be able to help build a potato clock, experiment with finger prints, create your own unique sticky mosaics or paper chains, or play some of our exciting and unique family games! This hands-on event is sure to tickle kids fancy whether they are only a few years old or 101-years-old!

As an added way to truly make this a "neighborhood" event, the Learning Shop will be donating a portion of the day's sales to the "I Back Jack Foundation." This is a publicly supported charity committed to "Backing of Research, Inspiring Hope, and Beating Cancer." Jack is a 9 year old third grader from Hartland, WI who has a rare form of cancer. To read more about Jack and this wonderful cause visit <a href="https://www.ibackjack.org">www.ibackjack.org</a>.