



## Ours to Protect on Sunshine 106.8 – July 31<sup>st</sup> 2023

On this week's show we looked at Ireland's First Sustainable Toy Club – Clever Tots.



**Clever Tots Toy Club** is an Irish toy rental service, that enables parents to introduce sustainable sourced and developmentally appropriate toys to their young children.

Created by husband-and-wife team Jenel and Didier, the concept of introducing a regular 'toys for hire' business came about after their son Orlando was born while the family were working abroad in

Dubai.

Realising just how expensive infant toys can be and the speed at which children can become bored of them, the couple searched for a more sustainable alternative.

Discovering a toy rental service was a welcome solution which Orlando really enjoyed. New toys would arrive every month to help keep him stimulated and support him in meeting his developmental milestones. Returning to Jenel's home county of Cork in late 2020 on foot of the worldwide pandemic, the two resourceful parents missed the excitement surrounding their monthly delivery of toys and so set about forming their own Irish subscription service.

With a sense of personal responsibility to contribute to helping the environment for future generations to enjoy, **Clever Tots Toy Club** has sustainability at its core. The membership service consciously selects from a range of eco-friendly wooden toys and those made from recycled plastics, for little hands to explore.

The power of play cannot be under-estimated when it comes to young children. The **Clever Tots Toy Club** seeks to support parents in engaging in play that will help develop their child's cognitive, emotional, physical and communication ability. All the toys provided through Clever Tots Toy Club have been selected from high quality, eco-friendly brands by Ollwyn Moran, Paediatric Neuro-developmental Expert and founder of Cognikids.

Most of all, Jenel and Didier want to provide a regular opportunity to parents to spend quality time and have fun playing with their children. With developmentally stimulating toys for children from 3-months to 36-months, Jenel and Didier are strong believers that engaged play is one of the most important building blocks in a child's early life.

For more see <https://clevertots.ie/>

Remember, **Ours to Protect** is broadcast every Monday evening at 7pm on **Sunshine 106.8**.

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