

For Immediate Release



October 3, 2022

Language learning is PAWfect with “PAW Patrol”!

Introducing an educational picture book from the hit cartoon “PAW Patrol”

“PAW Patrol Word Book”

To be launched Saturday, November 12, 2022

~Contains over 1,100 Japanese vocabulary words, 960 English vocabulary words, and 230 character voice recordings~

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) announced that **“PAW Patrol Word Book”** (SRP: JPY 11,000/tax included), an educational picture book, is to be launched on Saturday, November 12, 2022, at toy stores, toy sections of department stores/mass retailers in Japan, online stores, TOMY Company’s official online store Takara Tomy Mall (takaratomymall.jp/shop), and more, in succession.

“PAW Patrol Word Book”



“PAW Patrol Word Book” lets children learn vocabulary with their “PAW Patrol” pals by touching related illustrations in a picture book with a stylus. **With over 1,100 Japanese vocabulary words, 960 English vocabulary words, and 230 character voice recordings**, this picture book is filled with content for first-time language learners. Together with the characters, children can learn not only the names of words, but basic vocabulary needed in learning and everyday life across 21 themes that include “Daily Greetings” and “Annual Events and Days of the Week” contained within a total of 39 pages. Children can also learn how to make not only simple sentences but more complex sentences to explain the situation, such as “Chase reads a book” and “Marshall rides in the car” by connecting words together. In addition to normal quizzes where children look for items within the picture book, **there is the rescue quiz in “On a roll Mode” that lets children experience the unique world of “PAW Patrol”** and have fun as they think up ways to deal with problems.

TOMY Company has led the market since the cartoon was first broadcast by expanding sales of products developed overseas, such as “vehicle play sets” and “stuffed toys,” and, with over 130 different types of products

to date, our sales in this market have continued growing steadily since launch, with a sales base that has more than tripled since the first year on a shipment basis. This picture book was developed to meet demand for an educational toy that also supports make-believe play using the unique and expressive “vehicles” and “playsets” that are part of PAW Patrol’s appeal. Not only can this book be used for many years throughout a child’s growth, starting from when they first start learning words, but the illustrations and abundant use of voice recordings make children feel as though they are learning together with their favorite “PAW Patrol” characters. Having fun while increasing vocabulary helps expand the child’s world and communication with their families.

Product Features: Page Samples



This page teaches “Names of Animals” in the sea and sky.



This page teaches “Names of Food”. Here, children can play the “Errand” game in which they must find and tap two designated foods.



This page teaches “Names of Instruments and Sounds”. Touch the keys to play notes or play the familiar “PAW Patrol” theme song.



This page teaches “Annual Events and Days of the Week”.



Children can touch a character and an action to make complex sentences on this page.



This page teaches “Greetings” that are used in everyday life.

Pages with the “On a roll Mode” mark have unique quizzes that teach children through the unique world of “PAW Patrol.” Ryder will give a rescue quiz, and children must search for the right member to dispatch.



<Product Outline>

Product Name: “PAW Patrol Word Book”

Launch Date in Japan: Saturday, November 12, 2022

SRP: JPY 11,000 (tax included)

Recommended Age: 3 years and up

Dimensions: Approx. W 540 × H 350 × D 60 mm

Batteries Required: 2 AAA alkaline batteries (Batteries sold separately)

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores,

TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp/shop), etc.

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TOMY Company “PAW Patrol” Toy Website: <http://www.takaratomy.co.jp/products/pawpatrol>
