

## Press release

# The FOR KIDS fair will offer the largest assortment of toys and supplies for children, entertainment and education

**Prague, 4 September, 2023 – The FOR KIDS trade fair of toys, games and supplies for children will be exceptional this year not only with its range of products on offer, but also with a wide range of experiences for children and their parents, a focus on the development and education of the smallest, and a large portion of entertainment. It will take place from 20 – 22 October at the PVA EXPO PRAGUE exhibition center. The official cars of the fair are FORD cars.**

The FOR KIDS trade fair traditionally offers the latest collections of toys, games and supplies for children and expectant mothers from renowned domestic and foreign companies. There is no shortage of inspiration for Christmas gifts for the whole family or products for board game lovers of all ages and levels of difficulty. The year 2023 will be exceptional in its diversity, not only in the composition of the participating brands, but also in interactive exhibitions, interesting guests and the program.

For the first time in the history of the fair, it will present itself in Letňany with its unique scientific show iQLANDIA, which will involve the audience in the upcoming program full of crazy experiments in physics and chemistry accompanied by fire and smoke. The popular Dva Tatové – Two Dads , the ZOO Prague exhibition and the Mobile Planetarium will also take part for the first time. After years, the LEGO brand is returning to Letňany, which will prepare a large playroom full of fantastic bricks for visitors.

On Saturday, October 21, television presenter Kristina Kloubková will come to Letňany for the whole day to support a good cause, who will become a volunteer helper at the stand of the Klokart charity project. He will present the brand's new collection to visitors and will also attend its autograph session. The Linteo Baby exhibition will also have a star visit during the fair, where the singer Monika Bagárová will come to meet the visitors.

## **Contests and gift tips**

In addition to interesting products, novelties from the world of toys and supplies for children and mothers-to-be, an attractive accompanying program will be prepared at PVA EXPO PRAGUE. The first year of the competition of artists, designers and brand designers entitled



# TISKOVÁ ZPRÁVA

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[www.forkids.cz](http://www.forkids.cz)

DESIGN OF THE RIGHT TOY will take place. A TOY FAIR event will be organized for Czech companies engaged in the production or sale of toys.

During the fair, it will also be possible to view the exhibits nominated in the PROPER TOY competition organized by the Association for Toys and Games in cooperation with the Higher Vocational School of Applied Arts and the Secondary School of Applied Arts Prague 3.

What attractions will visitors to the FOR KIDS fair still see? For example, a design crib from ARTABAN STUDIO, which won the BIGSEE WOODDESIGN AWARD 2022 competition, sensory boxes SMYSLÍK, a new collection of goods from the brand THULE, creative sets, educational cards or wooden brands JOU JOU, illustrated products from EPIPIÍ, healthy foods for the whole family BETTER COMPOSITION, rubber play mats GugutheHero, quality wooden toys LIŠÁRNA, products from the BaaVi workshop or development and educational toys SMART MONKEY and many other interesting things.

In parallel with the FOR KIDS fair, the cosmetic fair FOR BEAUTY and the festival of interactive entertainment and video games FOR GAMES will also be held.

Details about the fair can be found at [www.forkids.cz](http://www.forkids.cz).

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