

# Nigerian educational toy brand launches nationally

Ethan & Harriet, Nigeria's pioneer educational toy company, is championing the preservation of the country's cultural heritage through fun and games and plans to launch its range of educational toys and Nigerian-themed puzzles nationally.



Bunmi Williams, founder of the company explained: “Our flagship product is the Nigerian-themed jigsaw puzzle and the strength of this puzzle is that it enhances the profile of Nigeria on the world stage in a fun and creative way. It is a powerful tool for children and adults and it allows Nigerians at home and in the diaspora, play a game that teaches about their history and captures attributes and landmarks, which other games currently may not address.”

Williams also said Ethan & Harriet Toys, as part of its CSI endeavours, intends to provide educational facilities as well as train the minds of both young and old Nigerians to think positively about Nigeria and Africa.

With the Federal Government targeting the transformation of the educational sector with modern learning facilities through partnerships with private organisations, stakeholders expect the introduction of the Ethan & Harriet range of educational toys to build a sense of national pride among children.

Added Williams: “Ethan & Harriet is excited to be making this entry to the Nigerian market at a time where our children need to be taught proactively about their history. By officially unveiling our flagship products, we are bringing to light the importance of Ethan & Harriet’s heritage value proposition and highlighting its benefits pertaining to education, youth development and tourism,” she said.

For more, visit: <https://www.bizcommunity.com>