

Early Learning Centre Announces Star Buys for Christmas 2008



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Press Release Author: [Early Learning Centre](#)

Industry: [Retail](#)

Press Release Summary: Early Learning Centre has announced 450 brand new toys will be on offer for Christmas 2008, with many coming with a free toy.



Press Release Body: **Early Learning Centre** has announced that it will have 450 new toys on offer for Christmas 2008, resulting in a total of 1500 toys for kids to choose from this festive period.

This year the **Early Learning Centre** is offering a free toy with any purchase of products in the [star buys](#) range.

This year also sees the launch of the **Brilliant Start range**, designed specifically for babies. This new range of innovative toys is designed in black and white with bold contrasting colours and graphics to captivate babies. Toys such as the **Brilliant Start Activity Table** help to encourage babies' visual development and boost their strength and co-ordination.

The **Classic range** from the [Early Learning Centre](#), featuring toys made out of wood, tin and fabric, continues to be a best seller with traditional toys such as the Tin Spinning Top, and the Rocking Horse adding a touch of nostalgia to Christmas.

A number of [Christmas toys](#) are also on offer to encourage children to use their imagination and creativity including the **Snow Queen Palace**, featuring towers and balconies. Along with the **Magical Figure Set**, this is a Christmas must have for imaginative children.



In a similar vein, **Early Learning Centre's** Christmas gifts also include the **Castle of Courage**, an impressive [dolls house](#) featuring four towers, turrets, battlements, flagpoles and a working drawbridge, as well as the Jousting Set and the Stomping Battle Rhino, both ideal accompaniments to the Castle.

Early Learning Centre has literally hundred more toys on offer this Christmas all available in store or online, with parents being encouraged to look to the star buys for great value for money and free gifts.

About Early Learning Centre:

Early Learning Centre creates fantastic toys - toys that help develop vital skills, toys that help kids get off to the best possible start, and toys that are tremendous fun. A passion for learning through play and a commitment to quality make Early Learning Centre a wonderful experience for everyone this Christmas.



Early Learning Centre currently has 215 stores across the UK and over 80 international stores in 19 countries worldwide. All Early Learning Centre toys meet British and European standards for toy safety. The Early Learning Centre is also associated with the Royal Society for the Prevention of Accidents.

Web Site: <http://www.elc.co.uk>

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