

Kimberly Rogers, CEO
+1-859-469-4343
kimberly@piccolihorses.com
www.piccolihorses.com

Press Release

Piccoli Horses: The Active Way For Children To Learn!

Preschoolers and school-aged children now have a fun way to learn foreign languages

Lexington, KY, October 7, 2018

Get children to learn little words in different languages – by moving their bodies and speaking aloud! That’s Piccoli Horses unique approach to introducing preschool and kindergarten children to other languages.

“The experts know that children learn better when they move their bodies,” said Kimberly Rogers, Founder and CEO of Piccoli Horses. “In our electronic age, kids have stopped moving, and it’s makes learning languages, their own and others, more difficult.”

Piccoli Horses has an answer: use technology to help children move their bodies and speak out loud. Then they can learn lots of words in different languages!

Piccoli Horses consists of a stuffed horse and an educational app. The horse is a beautiful, soft, plush horse – with no electronic features. The horse becomes one of the child’s best friends, great for hours of pretend play. The classic stuffed animal is designed to complement the app, but the two do not have to go together. (Teenagers and adults love the plush horse just as much as children!) Each horse comes with it’s own name and the child can give their horse a nickname on Piccoli Horses’ website.

The educational app is available on Apple or Android devices and it is for parents and children to play together. And it’s incredibly simple, fun, easy-to-use, inexpensive and

accessible to anyone with a mobile device.

Piccoli's approach to learning is rooted in the methods used by speech pathologists and pediatric occupational therapists — created with the help of these and other child development experts to let children maximize their speaking fluency during the years when the human brain is open to receiving new languages .

The app uses a cartoon version of the horse to prompt the child to guide the child to each next screen.

For instance, in the English Piccoli Zoo app, the child sees a bear walking and hears the words, “bear walk.” The child repeats the words aloud, “bear, walk.” Then the child sees and photo of a child walking like the bear. Then the child is encouraged to walk like the bear. All the time the child plays the game, the plush horse is right there, offering a loving connection to the here and now. The result? Kiddos learn little words in different languages, move their bodies and learn better.

Rogers began the journey leading to the creation of Piccoli Horses years ago to help her son. Dylan had gradual onset hydrocephalus, which left him unable to speak. “English, his native language, is a foreign language for your son,” Doctors explained. Rogers wouldn't accept the diagnosis that because he missed the "receptive language years" (the years between birth and age 5 when a child is naturally receptive/open to acquiring language), he might never talk. She set out to help him.

She contacted the experts. Speech pathologists explained to her Dylan must first learn to play before language would develop. She learned that children have to stay engaged in physical play to learn, despite the tendency to learn from a digital screen. Rogers started Piccoli, a technology-based toy company, which creates beautiful plush toys and revolutionary educational apps, designed to maximize a child's love of languages.

Get children to learn little words in different languages — by moving their bodies! Trot on over to Piccoli Horses and introduce the kiddos in your life to this unique, effective and super fun approach to learning foreign languages. Start at home and then the world!