



FOR IMMEDIATE RELEASE

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**The Step2® Company LLC Brings Excitement to Playtime (and Holiday Gifting)
with New Up & Down Roller Coaster Rapid Ride & Hide Edition™**



STREETSBORO, Ohio – Ready, Set, Roll! The [Step2® Company LLC](#), a leading toy innovator and inspirer of young imaginations, brings all the thrills of an amusement park to your child’s indoor or outdoor play space with this new [Up & Down Roller Coaster Rapid Ride & Hide Edition™](#).

“As the first toy company to create the at-home roller coaster experience, Step2 knows how to bring big thrills — and skills — to playtime,” says Kierie Courtney, VP of e-commerce and marketing, Step2. “Kids will love all the sights, sounds and speed as they travel down over nine feet of roller coaster track in the vibrant red, ATV-style coaster car. The best part for parents? They can easily ‘hide’ it when playtime is over.”

Rambunctious riders develop and strengthen gross motor skills and hand-eye coordination as they climb up the steps and get on and off the coaster. They’ll also get plenty of physical activity and gain confidence as they learn to balance their bodies by engaging their cores and pushing off the platform, and again as they return the coaster car to the top of the track for hours of fun. Plus, the single-rider coaster car encourages healthy social skills by teaching children to share and be patient as they wait for their turn.

Little thrill seekers feel the wind on their face and hear the sounds of wheels on the track, experiencing new sensory concepts. Wheel! As they roll to a stop on the plush terrain of grass or carpet, toddlers get their first lessons in early physics concepts like motion and gravity. The included footrests, handrail and high back on the coaster car ensure for a safe and secure ride.

Expecting family or friends over for dinner or game night? Parents or caretakers will appreciate that they can quickly “hide” this stackable and storable coaster when not in use. Simply take apart the compact pieces and neatly tuck away when playtime fun is done.

The [Up & Down Roller Coaster Rapid Ride & Hide Edition™](#) is available now, exclusively at [Amazon](#), for \$119.99.

For more information on toys like this that support physical and cognitive development along all the stages of childhood — and last for generations — please visit www.Step2.com.

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About The Step2 Company, LLC

Step2 inspires happy moments and meaningful experiences by helping children, their friends and families connect through fun, imaginative play. As dreamers and makers, we imagine what they’ll imagine and then bring “what could be” to life. Our toys simply set the stage and let each child explore playtime in their own special way. In doing so, we support unique learning paths and paces, celebrating and cherishing each child’s individual developmental milestones along the way. No day of play is ever the same with Step2.

As the category leader in play kitchens, push cars, water tables, playhouses and climbers, Step2 strives to deliver the best toys for all families. To learn more about Step2 and its products, visit www.Step2.com

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