

Littlewoods Europe launches new range of outdoor toys

Submitted by: pr-sending-enterprises

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Littlewoods Europe has announced the launch of a new range of children's outdoor toys for summer 2011.

The new range of children's outdoor toys

(http://www.littlewoodseurope.com/e/q/outdoor-toys.end?cmtag=o&_requestid=6042) includes items such as play tents, play houses, outdoor games, bouncy castles, trampolines, slides, swing sets, children's picnic tables, football sets, space hoppers and play balls. It also includes a range of play pools and water games.

Items in the new range also include items from well-known brands and characters such as Little Tikes, Ladybird, Disney, Dora the Explorer, Fisher-Price, In the Night Garden, Thomas the Tank Engine, Ben 10, Hello Kitty, Peppa Pig, Dream Town and Waybuloo. Items range in price from 4 Euros to 249 Euros, so there is something to suit every budget.

A spokesperson from Littlewoods Europe said: "Ahead of the big summer break, we have seen demand for outdoor toys increase. From trampolines to splash pools, we've got some great products that the kids will love, so you can all be outdoors and make the most of the great weather."

The Littlewoods Europe website allows customers to shop for outdoors toys in a number of ways, as it allows them to select toys based on the type of toy they are look for, price, previous customer ratings and particular brands. It also allows customers to sort the results by price high to low, best sellers, new in and the highest rated.

Littlewoods Europe also features a range of indoor children's toys

(<http://www.littlewoodseurope.com/toys-games/e/b/5132.end>) including VTech toys

(<http://www.littlewoodseurope.com/vtech>), board games

(<http://www.littlewoodseurope.com/toys-games/games-puzzles/e/b/5230.end?trail=5132-5230>) and Lego Star Wars.

About Littlewoods Europe:

Littlewoods Europe launched on 27th August 2009 is aimed at women who want the convenience of home delivery from one of their favourite British on-line retailers. Delivery is available to 25 European countries and delivery cost is €5 regardless of size of order. Delivery is within 10 working days, with 28 days home approval guarantee.

The Littlewoods Europe site features over 17000 product lines, from core categories of clothing, footwear, toys, kidswear & homeware. Littlewoods Europe also features big brands such as Calvin Klein, Bench Clothing, FCUK, Converse, Nike and Adidas.

Littlewoods Europe is part of Shop Direct Group which is the UK's largest online and home shopping retailer with sales of circa £1.7 billion.

Brands within the Shop Direct Group portfolio include Very.co.uk, Woolworths.co.uk, LittlewoodsIreland.ie, LittlewoodsEurope.com, Additionsdirect.co.uk, Choice.co.uk, kandco.com and isme.com.

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