

Brand-new range of Rubik's collectable pet puzzles for younger children, launched by John Adams

Submitted by: Playtime PR
Monday, 4 September 2017

Set to inspire an entire new generation of budding cubers, Rubik's Junior hits shelves across the country this summer. The four collectable Rubik's puzzle toys, aimed at little ones as young as four years old, bring kids' favourite baby animals to life in iconic Rubik's form, with a puppy, kitten, bear and bunny to choose from.

A great back to school treat that's perfect for little hands to fiddle and play with, Rubik's Junior helps develop logical thinking and problem-solving skills. Just like the classic Rubik's Cube, each character can be scrambled many different ways, for children to twist back to their original form. Designed specifically for younger children, the pets have fewer mix-up possibilities than a classic cube, so solving the puzzle is satisfyingly just a few moves away.

Easy enough to fit in a bag and enjoy at home or on the go, the colourful Rubik's Junior pets are guaranteed to keep the kids entertained with every twist and turn!

Rubik's Junior pet puzzles are all sold separately, priced at £9.99. They're available from all good toy stores including Argos, Smyths, Toys R Us and Toymaster Independent stores, as well as online. For a full list of stockists, visit: www.johnadams.co.uk (<http://www.johnadams.co.uk>)

- ends -

For further information, high res imagery and sample requests, please contact Playtime PR on behalf of Rubik's UK distributor, John Adams Leisure, on:

Rubiks@PlaytimePR.com
Charlotte Simmons - 07775 750897 – Charlotte@PlaytimePR.com
Lesley Singleton – 01908 299 088 / 07852 451 093 – Lesley@PlaytimePR.com