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New Doylestown Toy Store is Labor of Love for Local Mom

Doylestown, PA, October 23, 2006 – You've already heard the buzz about the new toy store on State Street in Doylestown. This new business is also a new adventure for local mom Nerice Kendter. Busy Bee Toys, a boutique toy store specializing in internationally-manufactured toys, is set to open on October 31, 2006. The store's grand opening will be celebrated from 10am-10pm on First Friday, November 3rd, 2006.

Busy Bee Toys will carry toys from all over the world, including Haba, Plan Toys, Selecta, Kettler, and Kathe Kruse, to name a few. The toys are mostly wooden, a naturally germ-free substance, durable, and just different. The toys and games sold at Busy Bee toys are bright and colorful. But what Nerice, who will also operate the store, loves about them the best is their play value. "You and your child may enjoy playing a game such as Manza one evening. Then the next day, you may find them making up their own game with the same pieces. The options are endless," she says.

The Kendter family discovered these toys while traveling abroad. "We brought home toys for our son and just fell in love with them. The concepts of the toys are so simple, yet so different from anything I'd ever been able to buy stateside," says Nerice. At home, Nerice looked for a store to buy more of these toys, so popular already in Europe, and could not find one. That's when the wheels started turning about opening her own store.

Nerice is a trained social worker and stay-at-home mom. Her background helped form the concept for Busy Bee Toys. "As a social worker, I learned that a child's basic needs are really so simple. A consistent, loving, safe environment provides a child with a good foundation," says Nerice. As a stay-at-home mom, Nerice learned the complexities of building upon that foundation. "I almost had to relearn how to play! Play really is child's work. They learn and grown with each new discovery and experience in playtime."

Nerice is confident in a play/learn connection and wants to share these learnings with other area parents at her store. "When you have a child, no one provides you with a manual or tool kit," she explains. She is setting up programs to take place at her store to help fill in that gap. In addition to selling toys, Busy Bee will offer regular playgroup sessions, a meeting place for area mothers' groups, parenting classes, family game nights and more. "We'll be more of a child learning center than a toy store," says Nerice.

For additional information on Busy Bee Toys, contact Jennifer Buchholz at 215-840-9252 or Nerice Kendter at 215-345-6070. To see a demonstration of toys available, please visit the store on 38 East State Street in Doylestown.

ABOUT BUSY BEE TOYS - Busy Bee Toys is Doylestown's European-inspired toy store, an area retailer of high quality colorful, mostly wooden toys, including Haba, Plan Toys, Selecta and Kathe Kruse, and more. Busy Bee Toys carries toys and games for children from birth to age 12—from rattles and blocks for the younger set to games that the entire family will enjoy.

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