



## PLAYMONSTER ROLLS INTO NEW CATEGORY WITH FREE WHEELIN' BALANCE BIKES

*Durable and Adjustable Balance Bike Grows with Children for Lasting Fun*

**BELOIT, Wis. (November 2, 2018)** — PlayMonster LLC has been granted immediate US distribution rights to *Free Wheelin'™ Rider Sport*, a convertible balance bike designed and made in Czech Republic by Funny Wheels.

*Free Wheelin'* is an exciting addition to PlayMonster's line as its first ride-on toy! The convertible balance bike features a durable body, sturdy wheels with quiet and gripping tires, and comfortable and easy-to-turn handlebars. Children as young as one can have fun pushing themselves along, and older children can practice their balance and speed! The adjustable height and 3- to 2-wheel conversion ensure the bike will grow with little ones to last longer than a traditional pushbike. Holds up to 80 pounds.



Ride safe, ride cool, ride free!  
**FREE WHEELIN'!**

The bike is also available in six bold and fun colors, so children can choose their favorite! *Free Wheelin' Rider Sport* is available in January for an MSRP of \$49.99.

### About PlayMonster LLC

Beloit, WI-based PlayMonster is a toy and game company that believes in the power of play to make a positive difference in people's lives. Delivering great play value by designing, manufacturing and marketing innovative, fun products such as "TOTY Game of the Year" Yeti in My Spaghetti® and "TOTY Doll of the Year" Wonder Crew®, along with other award-winning toys and games like The Game of THINGS...®, 5 Second Rule®, Mirari®, Farkle, OK to Wake!®, My Fairy Garden®, Automoblox®, Marbleocity®, Kid O® and Super Spinner® is how PlayMonster helps keep play alive for all ages.

###

### Contact

Lisa Wuennemann  
PlayMonster LLC

Janis Van Tine / Sarah Gumina  
GennComm for PlayMonster LLC

(800) 524-4263, ext. 1275  
lisaw@playmonster.com

(818) 839-1461  
Janis@genncomm.com / sarah@genncomm.com