



For Immediate Release

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Children's Museum of Pittsburgh and Open the Joy Partner on a New Product Being Released in Target Nationwide

*Based on the XOXO Exhibit, the Love and Forgiveness Box
Teaches Kindness and Develops Emotional Intelligence in
Children*

Pittsburgh, PA (May 28, 2021) – Children’s Museum of Pittsburgh is thrilled to announce that Love and Forgiveness Boxes are going to be available in Target stores nationwide beginning June 21st. The product will also be available on Target.com starting May 30.

The kit is based on the museum exhibit XOXO: Love and Forgiveness, which debuted at Children’s Museum of Pittsburgh on February 14, 2014, and continues to inspire kids and families as a traveling attraction.

Members and visitors to the museum will also be able to purchase the Love and Forgiveness boxes in the Little Orange Store when visiting the museum, which will be reopening on June 12, 2021. Timed tickets are available on our website, www.pittsburghkids.org, for open days from June 12 through August 31, 2021.

The museum is working with a new and innovative partner for production - Open the Joy. They are a company that provides curated kits filled with therapeutic and educational experiences. Their products are built to bring children fun and entertainment through a variety of hands on and off-screen activities that develop motor skills, reduce stress, build confidence, and provide bonding opportunities for families.

“We are so excited to have a product on the shelves at Target nationwide. This is an opportunity to spread the mission of Children’s Museum of Pittsburgh and bring kids and families a hands-on experience that promotes letting go and embracing love,” said Jane Werner, Executive Director of Children’s Museum of Pittsburgh.

The kit includes thoughtful and optimistic activities that teach lessons of love and forgiveness – a full product description is below.

The origin of Open the Joy began when its founder, Shalini Samtani’s daughter was diagnosed with a one-in-a million rare disease. While the doctors were caring for her physical health, Shalini had to search for play options that were therapeutic and educational.

“We have taken lessons learned from some of the hardest moments in life and transformed them to create products and experiences that help kids develop, heal, and grow,” said Samtani, Open the Joy founder and CEO. “By expanding our line into Target we are able to reach a larger audience, and by working with Children’s Museum of Pittsburgh we can take their expertise in social and emotional learning and share it with even more kids and families.”

The development of the product has taken place over the past few months. It is part of a larger product line from Open the Joy, that includes The Kindness Mission Box, The Anger Management Box, and the My Gratitude Box. Each kit is designed to build emotional intelligence for kids through play. Every kit contains hours of hands-on activities that can be done alone or in collaboration with a caregiver. They are recommended for ages 4 through 12.

The Love and Forgiveness Box is the perfect take home option for everyone who has experienced the XOXO Love and Forgiveness exhibit and for those looking for curated developmental activities for children. The kit is ideal for parents, educators, hospitals, and other early childhood developed teams.

“It is very exciting to have a nationwide toy launch based on one of our exhibits,” said Anne Fullenkamp, Senior Director of Design at Children’s Museum of Pittsburgh. “We love seeing kids playing and learning when they are at the museum interacting with our art and exhibits. Launching this product with Target and Open the Joy lets us share that experience with even more families.”

To directly order one today please visit www.pittsburghkids.org, www.openthejoy.com, or www.target.com (starting May 30).

To place a bulk order or to become a reseller please contact: orders@openthejoy.com

About the Love and Forgiveness Kits:

- 6 Life Lessons: Fosters love and forgiveness through 6 engaging activities that each focus on a unique topic: understanding emotions, forgiveness, selflessness, appreciation, expression, and love.

- 6 Amazing Activities: Activities include an infinity feelings puzzle, origami projects, a clay heart and pendant project, prompted letters to loved ones, and a cardboard construction activity.
- Independent and Group play: Includes activities that can be done independently or with another family member
- Teaches Emotional Intelligence: Promotes emotional intelligence through fun activities and teaches lifelong empathy and self-care skills
- Develops Optimism: Helps kids develop a positive mindset laying a foundation for strong relationships with friends, family, and themselves
- Made in collaboration with Children’s Museum of Pittsburgh as a part of their “XOXO: Love and Forgiveness” Exhibit

Each Kit Includes:

- 6 instruction cards
- 35 piece penrose puzzle
- 2 tubs of air dry putty
- 50 sheets assorted color origami paper
- 50 sheet love letter notepad
- Wish box activity box

For high resolution product images, [please download them here](#).

ABOUT CHILDREN’S MUSEUM OF PITTSBURGH

[Children’s Museum of Pittsburgh](#) is a place that provides innovative and inclusive museum experiences that inspire kindness, joy, creativity and curiosity for all learners. We forge connections with artists, community partners and neighbors to work on behalf of children, youth and families. With 80,000 square feet of space the Children’s Museum welcomes more than 307,000 visitors annually and provides tons of fun and loads of “real stuff” experiences for play and learning. Permanent hands-on, interactive exhibit areas at the Museum include The Studio, Theater, Waterplay, The Kindness Gallery, Backyard and MAKESHOP®. The Museum’s award-winning, three-story, center building is screened by a shimmering wind Sculpture and connects two historic structures (Allegheny Post Office Building & the Buhl Building).

ABOUT OPEN THE JOY

[Open the Joy](#) was launched in 2019 by Shalini Samtani after her daughter was hospitalized for extended periods of time following the diagnosis of a rare disease. During the months spent alongside her child at the hospital, she quickly realized that there wasn’t a single toy company servicing the emotional well-being of kids. The company launched an entire collection of toys created by therapists that focus on kindness, bonding, laughter, and fostering social and emotional learning in kids.

Since its launch in 2019, Open the Joy has also won numerous awards including Best New Products for Kids 2019 at NY Now, New Kids on the Block award at Toy Fair, and Best New Manufacturers award at ToyFest West.

Shalini Samtani's (CEO) leadership and the truly unique nature of her business has been awarded recognition by the Tory Burch Foundation 2020, as one of the 50 Fellows selected nationwide.

So that they never forget where they came from, Open the Joy partners with the Spread the Joy foundation 501(c)3 in the free distribution of activity kits to hospitalized children across America. To find out more, visit: www.spreadthejoy.org

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