Fisher-Price Introduces “Mini-Me” Work-From-Home and Role-Play Toys

EAST AURORA, NY — Fisher-Price unveils a new lineup of “mini-me” and role-play items that turn every day grown-up activities into, well, toys. This collection features a number of actions that kids are seeing the adults in their lives do now more than ever.

Our designers created these toys based on some of the most popular themes in social media, including #food and #fitness. And, speaking of popular hashtags, we also recently introduced a Tiny Tourist™ Gift Set perfect for family #staycations.

These new releases also build on previously introduced “mini-me” and role-play items including a pizza teether, a coffee cup teether, a Taco Tuesday™ set, a Rice ‘n Roll Sushi set, a charcuterie set and a home garden set, to name a few.

Our new “mini-me” and role-play toys are the latest example of how we are delivering on our promise to create playful connections between children and the grown-ups in their lives. And, there is so much more to come.

— By Chuck Scothon, Senior Vice President of Fisher-Price and Global Head of Infant and Preschool, Mattel

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DAYTON, OH — The Small Business Innovation Research (SBIR) program was established by Congress in 1982 to fund research and development (R&D) by small businesses of 500 or fewer employees. Eleven federal agencies participate in this program, including the Department of Defense (DoD).

The Small Business Technology Transfer (STTR) program was established in 1992 to fund cooperative R&D projects with small businesses and non-profit U.S. research institutions, such as colleges or universities. Five federal agencies participate, including DoD. Both programs focus on projects and services with the potential to develop into products, solutions, or services for both military and commercial sectors.

Small businesses and new startups can respond to Air Force Broad Agency Announcements (BAAs), three times a year. These topics address critical needs identified by U.S. warfighters. Small business proposals are reviewed and awarded SBIR/STTR contracts based on their likelihood to fulfill the identified need.

With the initiation of open innovation topics, through work with AFWERX, Air Force SBIR contracts are being issued with unprecedented expediency. Small businesses that have been awarded a Phase I open innovation topic contract also are being invited to present their solutions for a Phase II contract at Air Force Pitch Day events, where contracts are awarded on the spot. Historically Black Colleges and Universities (HBCUs) are highly encouraged to partner with start-ups and small businesses when pivoting from “Grants-To-Contracts.” Learn and earn more by visiting: https://www.afsbirsttr.af.mil/.

National BDPA is co-hosting an Air Force STTR HBCU Collider with Small Businesses, Start-Ups, and HBCUs during this year’s annual technology conference, BDPA2020.com.
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