



## POCKET-SIZED ACTIVITY PACKS FOR CURIOUS KIDS

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### About MindShot

**MindShots**, by **Digital Detox Kids**, are award-winning pocket-sized activity packs of puzzles, stickers / tattoos, challenges, lols and Gen Z inspiration to stimulate young minds, boost confidence and help kids enjoy some creative screen-free fun.

**MindShots** are ideal for life on the move. No need for batteries or smartphone – just pop in a bag or pocket for kids to dive into imaginative play, anywhere, any time.

**MindShots** are a perfect till-point purchase and are supplied with branded display-box options. Stockists include the V&A Museum, Daunt Books and children's boutiques.

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### OUR SERIES

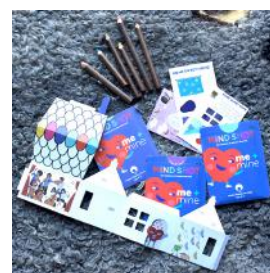
#### Series 1: Nature + Now (out now)

**MindShot Nature + Now** helps kids support the planet across seven fun-filled packs, with our original character **Leafy** on hand to get wild! A percentage of profits goes to the charity **Born Free** and their mission to **Keep Wildlife in the Wild**.



#### Series 2: Me + Mine (new!)

**MindShot Me + Mine** celebrates a child's life, thoughts and feelings, across seven fun packs. Original character **L'il Love** is always ready to help. A percentage of profits supports the **Copenhagen Youth Project**, a London charity devoted to kids' wellbeing.



#### Series 3: Messing + Expressing (new!)

**MindShot Messing + Expressing** helps kids to use their senses to get creative across five imaginative packs, with characters **Lip**, **Sniff**, **Blink**, **Poke** and **Toot**. A percentage of profits helps **Kind**, a Liverpool charity devoted to kids' creative projects.



#### Series 4-7 (coming later)

A further five **MindShot** series will build to a 'rainbow' of seven colour-coded sets on modern themes, each supporting a theme-appropriate, child-friendly charity.



## Our awards

**MindShot Nature + Now**, our first series, has won **Silver** in the **Junior Design Awards 2022** for **Best Creative Play** category.

We also won **Gold** in the **Made for Mums Toy Awards 2021** for **Best Portable / Travel Toy** category.



## Each MindShot:

- Is the price of a coffee or a pocket-money treat, at around £2.50 per Shot.
- Supports parents as an easy, portable alternative to handing over a phone.
- Contains puzzles, stickers / tattoos, Gen Zer inspiration, challenges and lols.
- Can be slipped into a kid's pocket or parent's bag to be enjoyed on the go.
- Makes a perfect screen break everywhere from home to holiday.
- Keeps kids aged 6-10 engaged for around 20 minutes per Shot.
- Supports a theme-appropriate, child-friendly charity.
- Is illustrated by young artists, inspiring kids to discover the joy of creating.
- Promotes concentration, creativity, connectedness and confidence, all in one Shot.
- Is independently produced by a small company working to support an eco planet.



## About us

**MindShot** is created by founder **Rossana Shokrian** and partner **Marion Jones**, from the US and UK respectively. We each have a background in fashion and luxury publishing, and have worked with brands including Vanity Fair, ELLE UK, New York Times, London Fashion Week The Daily, CNN, matchesfashion.com and Net-A-Porter, where we met in 2015. Our artists are **Natalia Bagniewska**, **Carole Hénaff**, **Ollie Weaver** and **Rory Wynn**. **Emma Worrollo** is Consultant Creative Director.



## Contacts

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# MIND•SHOT

INSPIRING, SUPPORTING AND EXPANDING YOUNG MINDS, ALL IN ONE SHOT

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