

# **PK Beans brings a kids club for education and entertainment straight to the home**

COVID-19 has many of us stuck at home, either working from home or getting bored. Those with kids know only too well that keeping them at home can be a strain with parent's sanity being tested. At least we have the internet and can do some online shopping. Well, now there is a company that offers both online shopping for kid's clothes and a new kid's entertainment and educational package.

Peekaboo Beans Inc. (CSE: BEAN) (now re-branded as 'PK Beans') offers an online shopping experience in clothing fashion, for both toddlers and children. Peekaboo is focused on environmentally responsible clothes that are intentionally designed to inspire play.

## **Peekaboo launches the 'PKB Explorers' Club'**

The front line players at home are the parents. Well, now parents and kids can go online and join the newly launched 'PKB Explorers' Club'. Peekaboo has created a monthly subscription that will help extend the PK Bean's apparel brand into the childhood adventure play space. The PK Explorers' Club allows children to become immersed in a magical storybook world conceived by Emmy-winning child psychologists. Each month, children receive a new exciting storybook, with Augmented Reality (AR) components for balanced digital engagement. In conjunction with AR, it includes active play components, such as a dress-up felt board and adventure map.

**Peekaboo new and exciting explorers club for kids**



Peekaboo's CEO, Traci Costa, explains:

*"Now more than anytime ever parents need support in their homes. They are trying to work and juggle kids. It is chaos. The Peekaboo Beans explorers club not only helps pass time, it educates, entertains, and helps kids get lost in their imaginations. We want to help reduce children's anxieties during this isolation. It is deeply important we protect them. We have solved all of this with this special delivery!"*

**Peekaboo will continue to make the most child-friendly clothes in the world**

Despite the COVID-19 pandemic Peekaboo continues to operate and make and sell online child-friendly, functional, and environmentally friendly clothes. The Peekaboo clothes are designed for the kids to enjoy their play and to be happy. From a father's perspective if we can have happy kids that means a 'happy wife and a happy life'.

**Peekaboo is now more than just kid's clothes; it's about kids play, exploring, and learning**

Investors in Peekaboo were initially attracted by the potential to sell niche kids clothes online. Well now there is more. The expanded business model now includes a kids club which operates by a subscription model. Parents can subscribe their kids to the new PKB Explorers' Club, and then wait to

receive a box with the following contents each month:

- An interactive read along storybook.
- Aunt Nellie's Podcast postcard.
- Collectible Beansie badges.
- Get dressed for adventure felt playset.
- Secret garden poster and stickers.
- Augmented Reality adventures.

**The Peekaboo Explorers' Box comes each month with lots of adventures**



CEO Traci Costa states:

*“Bringing back play into the lives of children lies at the heart of the PK Beans brand. Albert Einstein once said, “If you want your children to be intelligent, read them fairy tales. If you want them to be more intelligent, read them more fairy tales.” In that same spirit, welcome to the PK Beans Explorers Club. Explore. Have fun. Go Play!”*

**Peekaboo Beans re-brands to PK Beans**

The new Company brand name change allows for more room to broaden the size range and product offering, which ultimately supports the long-term growth of the Company. The brand's focus and values are remaining the same, that is, a focus on high quality, long lasting children's clothing. The Company website [www.peekaboobeans.com](http://www.peekaboobeans.com) will redirect to [www.pkbeans.com](http://www.pkbeans.com) going forward. Also, Peekaboo Beans Inc. will still be found on the CSE under the symbol 'BEAN'.

### **Closing remarks**

At a time when parents need help more than ever, as they search for fun, educational and engaging activities, and to keep children occupied; Peekaboo Beans (now PK Beans) has introduced their 'PKB Explorers' Club'. Peekaboo is not only making parents happy with clothes that are super 'cozy & comfortable' for kids and environmentally friendly; they are now providing a technology based system to stimulate the kids, and again create happiness.

As the coronavirus causes untold damage globally to families it is good to remember that if you can keep your kids happy and healthy, then the home will also be a happy shelter to protect your family from catching the virus. Peekaboo continues to play their part in making kids happy with great 'comfy' clothes, and now an exciting new PKB Explorers' Club. Just [click here](#) and have a look for yourself.

For investors, the Peekaboo expansion into a subscription kid's entertainment and educational service means Peekaboo will now start to build a recurring revenue stream from their existing loyal customer base, as well as attract new customers.