

Female founded black-owned toy company featured on ABC's View Your Deal for Cyber Monday.



FLASH SALE

50% OFF ALL PRODUCTS

Cyber Monday

viewyourdeal-littlelikeskids.com

View Your Deal

Little Likes Kids

Washington, D.C, Nov 30, 2020 ([IssueWire.com](https://www.issuewire.com)) - Owned and operated by Kemi Tignor, Little Likes Kids will be listed on ABC's [View Your Deal](https://www.viewyourdeal.com) Cyber Monday thru Tuesday, November 30, 2020. The company earned a coveted small business spotlight on The View and is listed on the show's companion View Your Deal website. The flash sale of 50% off all products is specifically meant to spotlight the resilience of this female-founded, black-owned business through Covid and it's pivot to an

eCommerce strategy selling their classic toys with decidedly diverse imagery online.

GMA Deals host Tory Johnson approached featured Little Likes Kids on Good Morning America in early November in the hopes of bringing awareness to independent toy companies and minority-owned businesses. The promotion was so successful that ABC invited Little Likes Kids back this time on The View.

“It has been a thrilling, confidence building, and straight-up fun experience getting ready for our Deals segments!” said founder Kemi Tignor, in response to the incredible opportunity from Tory Johnson.

Founded in 2018, Little Likes Kids is a proud member of the American Specialty Toy Retailing Association (ASTRA) and a Minority Business Enterprise, certified and registered with the National Minority Supplier Development Council (NMSDC).

Little Likes Kids can be found on Amazon and in major retailers like Anthropologie, Pottery Barn Kids, UncommonGoods, and World Market, as well as over 125 independently-owned businesses, including notable bookstores, gift shops, zoos, and specialty toy stores across the country. The school district of Boise, Idaho, and Duval County Public Schools in Florida supply their preschool programs with Little Likes Kids preschool-aged classic toys to further early childhood learning.

Little Likes Kids products are decidedly diverse and feature children of all backgrounds. They also include original artwork and beautifully illustrated original commissions. Their toys range in price from \$10 to \$20 and the inaugural product line consists of their best-selling product the Splash Park 48 Piece Jigsaw Floor Puzzle, classic “go fish” playing cards, traditional memory match games, toddler placemats, and holiday puzzles and advent calendars.

The View Your Deal flash sale aims to specifically spotlight the company’s Black Santa Christmas Puzzles for Kids and Children’s Advent Calendars, which are great countdown-to-Christmas activities - diverse, multicultural, inclusive, and hard to find.

To learn more about Little Likes Kids, find a location near you, or make an inquiry, you can visit their website at <https://www.littlelikeskids.com/>.

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