

# Safari Ltd.® Unveils New & Improved Website

**Safari Ltd.®**, manufacturer of scientifically accurate, realistic, museum quality Toys That Teach®, recently introduced its new, completely redesigned website, providing an exciting enhanced user experience for SafariFans to enjoy. For over 35 years, Safari Ltd.® has been providing educational figures to help children learn about the natural world through the joy of play, and this all new website provides an effective tool for accomplishing this mission.

The new site touts several improvements over the previous version, including a much faster site speed. Safari Ltd.® listened to users' comments about what was important to them, and a fast site was frequently at the top of the list. The new site makes it much easier for SafariFans to locate the products or resources they want quickly.

Expanded payment and shipping options were also important issues for customers, and the new SafariLtd.com features several new choices for both. Expedited shipping is now available, and checkout can now be accomplished through Apple Pay, Paypal, and Amazon Pay, in addition to all major credit cards.

In addition to the Safari Ltd.® shop, which boasts almost 1,000 items, the site also features a wide range of resources for SafariFans to engage with. Like the previous site, the new site contains a blog with exciting articles about animals, conservation, nature and more, as well as the SafariPedia – an educational reference guide providing information about the animals and mythical creatures Safari Ltd.® toys are based upon. The redesigned website goes beyond that to provide even more tools that help to detail the benefits of play, including information on developmental stages of play, imaginative play, play therapy, and STEM learning.

There are also new ways for SafariFans to contribute, with an increased level of social integration including activities shared from Pinterest and a feed that features photos that use the hashtag #LOVESafari. Fans can share their collections, show off their photography skills, and share their posts directly with Safari Ltd.®. They can also find conservation efforts to join on the "Take a Stand" page, which allows them to get involved directly with protecting endangered species and preserving the planet.

With this new website, Safari Ltd.® is dedicated to providing the best user experience it can, with a site that's bigger, faster, and friendlier.

## About Safari Ltd.®

Safari Ltd.® is an American owned, family operated manufacturer of hand-painted scientifically accurate Toys That Teach®, based in Miami Lakes, Florida. Their mission is to teach children the importance of nature and its conservation through the joy of play. The company's products can be found in aquariums, zoos, and museums all over the world. Offerings include scientifically accurate figurines based on wildlife, farm animals, prehistoric creatures, and dragons and other fantastical beings. Safari Ltd.®'s goal is to provide educational products that allow fans young and old to Discover the Frontiers of Their Imaginations.

Safari Ltd.® is also dedicated to conservation efforts across the globe, and has contributed to several philanthropic organizations including the MOTE Marine Laboratory, Fairchild Tropical Botanic Garden, the Humane Society of Greater Miami, the Loggerhead Marinelife Center, the Nature Conservancy, National Eagle Center and the Sierra Club.

