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MightyTykes™ Mompreneur Lands First International Reseller

Berkeley Springs, WV—Mompreneur start-up [MightyTykes™](http://MightyTykes.com) is starting 2016 off strong having landed its first international reseller, [Explore Your Senses](http://ExploreYourSenses.com), which placed MightyTykes' largest order yet.

Explore Your Senses is a special needs product company based in West Yorkshire, United Kingdom. The company sells a wide range of products specifically designed to help children and adults with sensory processing disorder common to autism spectrum disorders, ADHD and many other diagnoses. Typically developing kids also benefit from many of these products.

According to MightyTykes™ founding mompreneur Isabella Yosuico, "We are grateful and thrilled to be expanding our sales channels, and in turn, helping more and more kids worldwide as well as right here at home."

MightyTykes™ connected with Explore Your Senses through a Commercial Market Research (CMR) project undertaken by the U.S. Commercial Service of the United States Embassy in London, England with the support of the U.S. Export Assistance Center located in Wheeling, West Virginia. MightyTykes™ is talking to other international reseller prospects in Europe and Asia, supported by staff at the West Virginia Development Office.

MightyTykes™ was founded in 2014 with the help of an economic development loan from the INNOVA Commercialization Group, an initiative of the High Technology Foundation along with a co-

Investment from the West Virginia Jobs Investment Trust.



Made in the USA, MightyTykes™ Infant & Child Weights are low-profile, lightweight, waterproof, latex- and lead-free ankle and wrist weights and smaller than what's commonly available and perfectly suited for special needs infants. These weights are widely used by parents, caregivers, therapists and some of the nation's leading hospitals to treat a range of conditions and are also increasingly being used by seniors. Mompreneur Isabella Yosuco originally invented MightyTykes™ to treat her own son's low muscle tone, soon learning their unique design filled a range of unmet needs. With a steady increase in sales and a compelling backstory, MightyTykes™ was singled out by West Virginia Governor Earl Ray Tomblin in the 2015 State of the State address, and their story was featured in the July issue of [Guideposts magazine](#), among extensive other media coverage.

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CAPTION: Mompreneur Isabella Yosuco with son, Isaac, the inspiration for MightyTykes™

Photo Credit: Carol Ambrose

