

FOR IMMEDIATE RELEASE:



LOCAL TOY STORE REINVENTS RETAIL SHOPPING WITH VIRTUAL TOUR

Mt. Pleasant, SC – March 24, 2020 – Facing shutdown of walk-in customers due to COVID-19, local toy store Wonder Works reinvented its shopping experience in two days using immersive reality. Customers can explore the aisles of the store’s largest location in the Belle Hall Shopping Center from the comfort of their homes via a [virtual tour](#) created by local company H3 Photography.

This new way of shopping has gone viral throughout the global retail industry, with over 10,000 interactions since it was first shared on LinkedIn three days ago. “This is the FUTURE of online retail. I am so proud to have Christine on my Dynepic, Inc. Board. She is a true leader and visionary,” said Krissa Watry, founder and CEO of Dynepic, Inc.

Wonder Works is no stranger to innovation. The store, locally owned by Christine Osborne, has been on the cutting edge of retail trends and experiences for nearly 30 years. In March 2019, Wonder Works debuted one of the country’s very first interactive, imaginative play centers from Melissa & Doug at two of its Charleston area retail locations, and in May 2018, the store revealed the first ever Mattel store-within-a-store.

[Take the virtual tour of Wonder Works here.](#) The store is accepting orders over the phone at 843-849-6757 from 10am to 4pm every day for no-touch curbside pickup and no-touch porch delivery. A curated selection of items is available on their website (WonderWorksToys.com).

“We want to thank our customers for their continued support as we navigate this unprecedented time. We are working our hardest to continue stocking the newest and hottest toys. We are here for you! Thank you for helping us thrive,” said Wonder Works owner, Christine Osborne.

About Wonder Works

Wonder Works was founded in Mt. Pleasant, SC in 1990. As an industry-leading toy store, it celebrates the magic and wonder of toys and the power of a single child. Wonder Works is always the first to feature the trendiest toys in the nation, aiming to inspire creativity and a sense of wonder through hands-on play. Its passion lies within the growth and devolvement of

child entrepreneurs, child entertainers, and children's charities. The company is a proud member of ASTRA, Lowcountry Local First and the Charleston Metro Chamber of Commerce. Wonder Works has three Lowcountry locations: Belle Hall Shopping Center in Mount Pleasant, SC; The Great Hall at City Market, downtown Charleston, SC; Freshfields Village at the crossroads of Kiawah, Seabrook, and Johns Islands.

Wonder Works was voted Best Toy Store by Charleston City Paper readers (2011 – 2019) and Charleston's Choice by Post & Courier readers (2016-2019). Wonder Works has received the national award of ASTRA Toy Store of the Year, as well as the Charleston Metro Chamber of Commerce's 2016 Milestone Award.