



**BROWN TOY BOX**  
STE[A]M Play...In a Culturally Affirming Way.



## **Terri-Nichelle Bradley, Founder & CEO, Brown Toy Box**

Founder and Principal of Play at [Brown Toy Box](#), Bradley believes that Black children should see themselves positively represented in every space they experience regularly, starting with their toybox and the toy aisle. Bradley, an equity in play advocate, is on a mission to disrupt the \$27B toy industry by creating a brand that reflects the world we live in today.

Launched in 2017 as a STEAM kit, Brown Toy Box evolved into a full-scale educational toy company producing and curating STEAM toys, media, and experiences for centering and celebrating Black children in a manner all children can enjoy, learn, and have fun.

Prior to starting Brown Toy Box, Bradley led a communications consultancy working with Fortune 500 companies in campaigns designed to connect with the African American community. Prior to that, Bradley served as the VP of Corporate, Crisis, and Public Affairs for the world's largest global PR agency. With over 20 years of experience working in PR and marketing, she crafted out a specialty in marketing to African American moms.

Bradley has been awarded the Civic Impact Award, was recognized as a 2019 Atlanta's Top 100 Businesswomen of Influence by the Atlanta Business League, acknowledged on the 2020 Who's Who in Black Atlanta list of influential leaders and most recently named to Inc. Magazine's 2020 Female Founders 100 list.

Kicking off 2021, Bradley was awarded the Atlanta Business Chronicle's Leaders in Corporate Citizenship-Social Entrepreneur of the Year. In fall 2021 Bradley realized her vision of going from a curator to a creator of educational toys.

Brown Toy Box has now launched in Target stores nationwide, on Amazon, as well as in independent specialty toy stores and retailers. Bradley is active in the Atlanta education and business community as an active equity advocate in the Learn4Life Network, a member of the Junior League of Atlanta and serves as the Atlanta chapter chair of Women in Toys.

Bradley, an active cheer mom is originally from Minnesota and is a graduate of Augsburg College. Terri-Nichelle is the proud mom to D'Andre, Justin, Elliott, Makayla.