

Consumer product recall

Various Rainbow Road Board Books recalled due to choking hazard

Last updated: 2023-09-21

Summary

Product: Various Rainbow Road Board Books

Issue: Consumer products - Choking hazard

What to do: Immediately stop using the recalled product and contact Make Believe Ideas for a refund in the form of a gift card.



Affected products

This recall involves various Rainbow Road Board Books.

Showing 1 to 9 of 9 entries

The following products are affected:

Book Title	ISBN
Animal Counting	9781803374802
Dinosaur's First Words	9781803374932 and 9781803372211
Licorne Aime les Couleurs	9782359908510
Old Macdonald Had A Farm	9781803376790 and 9781803373355
Oú Sont Mes Pattes	9782359909333

Book Title	ISBN
There Was an Old Lady That Swallowed A Fly	9781803372945 and 9781803371580
Things That Go!	9781803374826
Unicorn Colors	9781803374789 and 9781803376622
Where's My Bottom?	9781803372723 and 9781803376738

Issue

The binding rings of the books may detach, potentially posing a choking hazard.

As of September 13, 2023, the company has received no reports of injuries or incidents in Canada. In the United States, the company has received two reports of plastic ring detachment, but no injuries.

What you should do

Consumers should immediately stop using the recalled Rainbow Road Board Books and contact Make Believe Ideas for a refund.

For more information, consumers can contact Make Believe Ideas by telephone at 1-877-206-1091 from 7:00 a.m. to 6:00 p.m. CT Monday through Friday, visit the recall registration website <https://www.recallrtr.com/rr>, or the company website <https://www.makebelieveideas.com/>.

Joint recall with Health Canada, the United States [Consumer Product Safety Commission \(US CPSC\)](#) and [Make Believe Ideas](#).

Please note that the *Canada Consumer Product Safety Act* prohibits recalled products from being redistributed, sold or even given away in Canada.

Health Canada would like to remind consumers to report any health or safety incidents related to the use of this product or any other consumer product or cosmetic by filling out the [Consumer Product Incident Report Form](#).

This recall is also posted on the [OECD Global Portal on Product Recalls website](#). You can visit this site for more information on other international consumer product recalls.

Additional information

▼ Background

Number Sold

The company reported that 12,878 units of the affected products were sold in Canada and approximately 163,500 were sold in the United States.

Time Period Sold

The affected products were sold from March 2022 to August 2023.

Place of Origin

Manufactured in China

▼ Details

Original published date: 2023-09-21

Alert / recall type: Consumer product recall

Category: Consumer products - Toys and games

Companies

Manufacturer

Make Believe Ideas, LTD

Hertfordshire

United Kingdom

Published by: Health Canada

Audience: General public

Identification number: RA-74304

Date modified:

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