Super Wings Spreads Its Wings in U.S. Classrooms and Living Rooms This Fall

As the franchise relaunches in the U.S., Super Wings partners with teachers and moms nationwide to bring books on global adventure to preschool classrooms.



Super Wings is back in the US.

LOS ANGELES, CA, UNITED STATES, September 15, 2026 /EINPresswire.com/ -- Alpha Toys, the makers of Super Wings, is bringing the beloved global adventure franchise back into the hearts of U.S. families this fall with a nationwide donation of My First Reading: Super Wings preschool books designed to inspire early learning, imaginative play and cultural curiosity.

Throughout September, just in time for the new school year, Alpha Toys will donate Super Wings books to preschool and early elementary classrooms across the country. The initiative is part of a broader U.S. relaunch campaign that introduces a new generation of children, parents and teachers to Jett and the Super Wings team through books, toys, digital content and community-based experiences.

Super Wings follows Jett, a friendly red jet, and his transforming airplane friends as they deliver packages to children around the world. Each mission introduces young viewers to new places, problem-solving, teamwork, and the joy of helping others. For families and educators, the franchise creates an approachable way to spark conversations about geography, friendship, cultures and imaginative storytelling.

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>
> *Susana Zazueta*

"Super Wings has always been about more than entertainment. It gives children a window into the world through adventure, friendship and discovery," said Susana Zazueta, Head of Brand and Marketing for Alpha Toys. "As we relaunch Super Wings in the U.S., we wanted to begin in a meaningful place: classrooms and homes. By placing

books into the hands of teachers and children, we are helping bring Jett's global adventures to life in a way that supports reading, play and connection."

The preschool classroom book donation program will be supported by a national network of teachers, mom creators, and local parent communities who will help introduce Super Wings to families during the important back-to-school season. Participating teachers and moms will receive Super Wings books and toys to create organic storytelling moments, classroom reading activities, play-based learning experiences, and family-facing content that highlights the franchise's unique mix of entertainment and education.



Alpha Toys maker of Super Wings

Families can also continue the adventure at home. Super Wings books are available at Amazon, while children can watch Super Wings on YouTube Kids. Alpha Toys' Super Wings toy line lets children recreate their favorite missions with Jett and the Super Wings team, extending the story from screen to page to hands-on play.

Alpha Toys will also showcase Super Wings toys at LA Fall Preview, part of The Toy Association's industry event in El Segundo, California. The event gives toy companies, retailers, and industry leaders the opportunity to preview upcoming products and connect around what is next in play. The fall campaign reflects Alpha Toys' larger commitment to building meaningful franchises that live across content, retail, play and family experiences. With Super Wings, the company is focused on reintroducing an established global preschool brand in a way that feels relevant to today's parents, teachers and children.

"Today's families want entertainment that is not only fun, but also gives children something meaningful to take away from it," added Zazueta. "That's what makes Super Wings so relevant today. It introduces children to look beyond their own neighborhood, to look at the bigger world around them through characters they love, while giving them different ways to experience those adventures—through content, books, toys and play."

The Super Wings book donation program begins this September, with classroom and creator participation taking place throughout the back-to-school season.

About Alpha Toys
Alpha Toys is a global toy company dedicated to creating imaginative, high-quality toys and entertainment experiences for children and families. As the maker of Super Wings, Alpha Toys brings beloved characters and story-driven play to children around the world through toys, content, books and interactive family experiences.

About Super Wings
Super Wings is an animated children’s franchise featuring Jett, a cheerful red delivery plane, and his team of transforming airplane friends. Each episode takes children on a global adventure, introducing new destinations, cultures, problem-solving moments and the power of teamwork.

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