

Twinkl named '2026 Private Business of the Year': a milestone for global education innovation

| UK – 11 September 2026 |

Highlighting excellence, innovation, and global impact in education, Twinkl takes home the top honors at the prestigious Private Business Awards.

Twinkl, the world's leading digital educational platform, has been named the 'Private Business of the Year' at the 2026 prestigious Private Business Awards, marking a significant milestone in the company's commitment to supporting educators and families worldwide.

Driving educational innovation and global impact

The 'Private Business of the Year' category celebrates businesses that demonstrate excellence across all operational dimensions. The award criteria focused on sustained financial performance, sector leadership, continuous innovation, and a clear strategic vision for sustainable growth.

Selected by an independent judging panel from over 700 nominations, across 11 competitive categories, Twinkl was recognised for its leadership position within global edtech, delivering teacher-created learning materials, digital teaching aids, and interactive learning tools used daily by educators, school leaders, and parents across the globe. The award underscores Twinkl's continued mission to 'help those who teach' while adapting rapidly to changing global classroom needs and technological advancements.

Addressing the award win, Jonathan Seaton, MBE DL, CEO at Twinkl, expressed his gratitude for the recognition, highlighting the entire team's commitment to educational quality, saying: "We are incredibly honored to be named Private Business of the Year. This recognition is a testament to the dedication of every single person at Twinkl, whose tireless commitment to quality and innovation allows us to fulfill our mission to 'help those who teach' every day. As we look ahead, this award reinforces our vision to drive educational innovation further and faster, continuing our global expansion to support even more educators, children, and families across the world."

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Media Enquiries

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Notes to Editor



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About Twinkl

[Twinkl](#) was founded in 2010 by husband and wife Jonathan and Susie Seaton, with a mission 'to help those who teach'. The company provides high quality learning materials and educational services, which are all teacher-created and checked.

Today, Twinkl offers over 1.5 million resources via its website, with new content added daily. These range from classroom content and assessments, to AI tools and augmented reality games. Twinkl is used and trusted by schools and educators across the UK, and in over 200 countries and regions around the world - including primary and secondary school teachers, nursery workers and parents.