

Zoobies™ Named In “Best-for-Kids” Toy List for Holiday 2007



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Press Release Summary: Award winning, Patented Zoobies get named ASTRA's "Best For Kids"



Press Release Body:
Provo, Utah 10/31/07 –
With holiday shopping around the corner, parents soon will be searching for safe, high-quality toys this season. **Zoobies™** announced today that their Safari Line have been included on **The American Specialty Toy Retailing**

Association (ASTRA) “Best-for-Kids” toy list for Holiday 2007.

This one-of-a-kind, annual list recognizing the best play products available for children is based on input from independent toy store owners around the country, the **“toy professionals”** who spend every day of the year working with parents and children.

This year’s **“Best-for-Kids”** list recognizes the best toys available that meet independent toy-store-owners’ high standards of quality, and at

the same time encourage free play. Experts suggest that parents find toys that not only entertain, but encourage positive, unstructured playtime activities. An **American Academy of Pediatrics (AAP)** January 2007 report identified unstructured play as **“important to healthy brain development,”** because it allows **“children to use their creativity while developing their imagination, dexterity, and physical, cognitive and emotional strength.”**

*“**ASTRA** is one of the most important organizations in the industry and we are thrilled to deatht that they are endorsing our product.”* said **Ryan Treft, Zoobies™ VP of Marketing**. The toys on **ASTRA**’s list also earn high approval ratings from parents and educators by helping reinforce classroom lessons, teaching sharing and caring, and getting kids active and off the couch. And, at **ASTRA**-member stores, parents enjoy atmospheres that encourage creativity and hands-on play for their kids, combined with friendly, personal service and expert advice for a toy shopping experience unlike anywhere else.

*“The **‘Best-for-Kids’** toy list reflects **ASTRA**’s commitment to the best interests of children, their healthy development and their futures. What’s more, these toys encourage kids to drop the game controller or TV remote and get back to the basics of using their imaginations,”* said **Kathleen McHugh**. *“We think this year is going to be a great one for our manufacturers and retailers as the public looks for exactly the kind of service and products they offer.”*

More on Zoobies™

The patented **Zoobies™** concept is the only plush animal concept out there that turns into both a pillow and blanket. Since their launch in February 2007, they have added hundreds of specialty retail stores in the U.S. and have won multiple awards. More information can be found at www.Zoobies.com.

For a complete **ASTRA “Best-for-Kids”** toy list – or to locate an **ASTRA** specialty toy retailer near you, visit www.astratoy.org or call **ASTRA** at 312-222-0984.

About The American Specialty Toy Retailing Association

ASTRA is Leading the Way Through Play by providing quality products that help children have fun, achieve success and lead happy, healthy lives. The largest association for companies in the toy and children’s products arenas, **ASTRA** brings retailers, manufacturers, manufacturers’ representatives, and industry affiliates together to help

them achieve their business goals and promote the growth of the industry by delivering products that serve children's best interests.

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