

# Big Smile Toys Announces Free Gift Wrap, Birthday Reminders



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*Popular online toy store simplifies gift-giving for busy fall/back-to-school season*

PAOLI, Pa., September, 2009 – BigSmileToys.com, a leading online toy store, is offering a host of new tools to aid parents shopping online. Some of the new features include free gift wrapping, free shipping (for orders over \$99) and birthday reminders, to help busy parents.

“With back-to-school season in full swing, most dual-income families already have their hands full coordinating homework and soccer practice,” said Steve Scartozzi, president BigSmileToys.com. “Our new online birthday reminder and free gift wrap service help today's busy parents simplify their over-scheduled lives.”

The Internet is the first place parents turn to when looking for information about quality toys and gifts. To that end, BigSmileToys.com seeks to help simplify gift giving for customers with online tools while offering great gifts for birthdays, holidays and special milestones in a child's life. Ordering a present, choosing the wrapping and having it mailed can all be done with a few mouse clicks.

The BigSmileToys.com gift reminder function helps busy shoppers remember birthdays by sending a note via e-mail. BigSmileToys.com

also offers Christmas, Hanukkah and birthday wrapping paper. Offering several quality toy lines such as Madame Alexander Dolls, Calico Critters, Breyer Horses and Mighty World Toys, BigSmileToys.com is a trusted resource for finding educational and enriching toys for kids.

Based in suburban Philadelphia, BigSmileToys.com features an extensive line of children's toys, games, books, plushes, puppets and even sporting equipment for purchase. With more than 48 years of experience, BigSmileToys.com operates on the idea that fun + learning = smiles and offers products which follow these principles. Learn more and search for products at [www.bigsmiletoys.com](http://www.bigsmiletoys.com).

### **About**

### **BigSmileToys**

BigSmileToys.com is the online division of a Philadelphia-area retail store with more than 48 years of experience in the toy and gift business. Voted best toy store in the Western Main Line for eight consecutive years, BigSmileToys.com also has been named best toy store in Chester County by Philadelphia Magazine. BigSmileToys.com is an authorized dealer of Madame Alexander Dolls, Calico Critters, Breyer Horses, [Mighty World Toys](#), [Magformers](#) and [Playmobil Toys](#), to name a few. As a 5-Star Featured Dealer with Amazon.com, customer satisfaction is a priority with the company. For more information or to purchase toys, please visit [www.bigsmiletoys.com](http://www.bigsmiletoys.com).

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