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## ***IMAGIPLAY'S ACCLAIMED TOY LINE PROMOTES GREEN ALTERNATIVE FOR KIDS THAT NURTURES DISCOVERY AND RESPECT FOR THE PLANET***

### ***Innovative and Environmentally Friendly Toys Offer Parents a Safe Alternative to Recent Product Recalls***

Boulder, CO (August 13, 2007) – Who says it isn't easy being Green? ImagiPLAY™ proves that being "Green" is not only easy, it's just downright fun with its new line of educational and environmentally-conscious toys for preschoolers and older children that offer parents a safe, yet educational alternative, to recent playtime product recalls.

As featured recently on the Sundance Channel's Original Series "Big Ideas for a Small Planet," ImagiPLAY's award-winning "Toys With Integrity" have fast become recognized as one the industry's leading manufacturers of eco-friendly, non-toxic educational toys that combine open-ended play with a love for the environment. Thanks to this unique product differentiation, ImagiPLAY natural-made toys have seen a surge in popularity with endorsements from parents and retailers alike, as an innovative green alternative to recent concerns over product recalls.



**Arctic Expedition Playset, \$27.99**

"Our process of producing toys is unique in the industry because we consider much more than profit, marketability and price," says Barbera Aimes, ImagiPLAY Founder. "We place our emphasis on product safety, impact on the planet and its inhabitants, as well as making our toys educational and fun for children everywhere," she says.

ImagiPLAY appeal not only stems from its environmental sensitivity, but also from its toys' ability to inspire imagination, stimulate young minds and nurture a sense of discovery. The company produces a collection of uniquely designed juvenile products, including an extensive line of animal and environmentally-themed puzzles, playsets, adventure kits, bookends and coat hooks made from a variety of sustainable natural and recycled materials. The toys are available at many fine boutiques, specialty retailers and on its website at [www.ImagiPLAY.com](http://www.ImagiPLAY.com)



**Wolf and Cub puzzle, \$12.99**

The concept behind the ImagiPLAY phenomenon is that it encourages children to develop their minds *and* their bodies through interactive play. Experts agree that the most enduring toys are the ones that simply act as a catalyst, leaving the child to discover the world on his or her own terms. It makes sense that ImagiPLAY's open-ended toys enable the child to explore and discover how to control their environment and manipulate objects that exist in their very own little "personal ecosystem."

ImagiPLAY's beautifully-crafted wooden products help children strengthen their hand-eye coordination, while learning to recognize wildlife indicative of the rainforest, the Artic Circle or anywhere in between. The products have proven instrumental in teaching spatial relationships, stacking, sorting and sequential thought. Researchers agree that these basic skills lay the foundation for cognitive learning which is essential for development of more sophisticated skills later in life.

ImagiPLAY is as committed to the environment as it is to education. Company founder Aimes conceives of puzzle or toy ideas, then works with a team of mostly European designers to conceptualize her designs. The company only produces toys made from superior natural materials, which meet or exceed all European and American safety processes. ImagiPLAY's toys are also made in ways that show respect for our planet and for the people and cultures in which the products are manufactured.



**T-rex Puzzle, \$9.99**

All of ImagiPLAY's wooden toys are crafted from plantation-grown rubber wood, and the company makes a point of choosing rubberwood grown in proximity to the factory to reduce greenhouse gases in shipping. ImagiPLAY factors every little detail into the process of producing our products to ensure they are made in the most responsible possible way. ImagiPLAY *never* de-forests to harvest trees for its toys. The trees are planted on plantations and produce rubber sap, which is used to make rubber products. They produce this sap for 25-30 years and are then harvested and new ones are planted. In the past, the trees were burned because the wood was deemed a useless by-product, but now ImagiPLAY uses it to make its toys. It's a wonderful hardwood that is splinter-free, making it ideal for toys.

Another benefit to this process is that the process only adds good stuff—oxygen and more trees—to the planet and does not take anything away in a harmful way from our planet. ImagiPLAY calls that a win-win-win-win-win situation! The company is such an advocate for planting trees that ImagiPLAY regularly donates to Trees For The Future ([www.treesftf.org](http://www.treesftf.org)), a non-profit organization that plants trees all over Africa and other parts of the world.

In addition to being committed to its products being made with care for our planet, ImagiPLAY takes great care to ensure every one of its wood toys is safe for the children who play with them. The company is appalled by the safety issue with toys of late, says Aimes. “For me, safety starts with the factory. That's why I visit every factory we use in China and elsewhere: to interview the workers, see how they are living and working, determine for myself if they are earning a fair wage, using safe practices, that they are adults, etc. If not, I pull the plug. I believe that the factory's policies for worker treatment and safety practices work together to create safe toys made in a socially responsible way, both values of utmost importance to me.”

Parents know that ImagiPLAY takes its motto “Toys With Integrity” to heart through its dedication to quality products, education and the environment. Someday, children who play with these imaginative toys may be inspired to realize just how easy, and responsible, it is to be Green.

### ***About ImagiPLAY™***

ImagiPLAY products have been recognized for their outstanding quality, design and ability to inspire imagination by the media, children's advocacy groups and parents' organizations. It has received awards from Parenting Magazine, Creative Child Magazine, Dr. Toy, Parents' Choice Foundation and many other well-respected groups. But most importantly, ImagiPLAY's products have helped thousands of children to discover themselves and their world as they navigate the waters of the human Age of Exploration.

To get more information about ImagiPLAY or its award-winning toys, call 800.822.0217 or visit their website at [www.ImagiPLAY.com](http://www.ImagiPLAY.com).