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For press information, contact
KidStuff Public Relations
Lisa Orman, 608-767-1102
Or email Lisa@KidStuffPR.com



IMAGIPLAY'S ECO-FRIENDLY TOYS GET THE "GREEN" SPOTLIGHT ON SUNDANCE CHANNEL

ImagiPLAY Toys Get "Green" time on Sundance Channel's Original Series "Big Ideas For A Small Planet"

Boulder, CO (June 19, 2007) — When you see the genuine delight that exudes from toymaker, Barbera Aimes' face as she shows off one of her environmentally friendly, wooden puzzles, you know at once that her toy company, ImagiPLAY, cares deeply about making wonderful toys. And it doesn't only care about making toys that are good for children. It cares about making toys that are fun and safe for our planet, as well.

If you never get a chance to bask in the warmth of Aimes, President of Boulder-based ImagiPLAY in person, you can at least get a feeling of this eco-champion's passion on the original Sundance Channel series, "Big Ideas For A Small Planet." Addressing some of the most important issues facing humanity, this original documentary series focuses on environmental topics with interviews with forward-thinking designers and features on green products and alternative ideas that may transform our everyday lives.

Aimes and her products were spotlighted on a recent episode of the Sundance series that focused on "kids." The segment followed Aimes as she walked around her Boulder, CO facility, passing children gleefully playing with her toys. At one point, Aimes smiled and as she held up one of her favorite puzzles; a beautiful, sprawling tree that was hand-crafted and hand-painted in Sri Lanka, explained her mission: "To make toys you can trust to be fun and safe for not only the child, but also for the people and creatures upon the planet."



If the show's intention is to give people concrete ways in which they can help our planet, it was a huge success. According to Aimes, after the show's initial airing on June 12, business has been booming. Parents and toy store owners from all over the country have been calling non-stop to purchase ImagiPLAY's toys for their children and stores.

Aimes is delighted. But not only for the obvious, good-for-business reasons; she's excited that others are responding so positively to her belief that safe, environmentally friendly



toys are fun for everyone.

Guided by Aimes, her 9-year old toy company believes that sustainability starts with the creation of *heirloom-quality* products – products of real beauty that are made to last. Its Dutch designers are true innovators who produce toys that are timeless in form and function. All its materials and manufacturing process are

chosen to minimize the environmental impact on our planet and all of the people and creatures upon it.

All of ImagiPLAY's wooden play sets, puzzles and toys have been designed by Dutch designers. Each one of the vibrantly colored and fun-looking pieces is hand-crafted and hand-painted in a small family-run factory.

ImagiPLAY has been making high-quality building blocks, and wooden play sets and puzzles that inspire children's imaginations since 1998. It believes that the most enduring toys are ones that simply act as a spark, leaving the child to discover the world on his or her own terms. Open-ended toys enable a child to explore and discover how to control their environment and manipulate the objects within it.

For more information, please visit www.ImagiPLAY.com or call them at 800-882-0217.

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