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**Sprig Toys Earns Fourth “Toy of the Year” Nomination in Two Years**

FORT COLLINS, Colo.— Eco-innovator Sprig Toys announced today that its Dolphin Explorer Boat playset has been nominated for a 2010 Toy of the Year (TOTY) Award by the Toy Industry Association. This is the fourth TOTY nomination earned by the young company. Its first product, the Sprig Adventure Series Discover Rig, was nominated in three categories for the 2009 TOTY Awards. Winners of the 2010 awards will be announced during the American International Toy Fair in New York in February.

Sprig’s earth-friendly toys—all battery-free and made from Sprigwood™, a child-safe bio-composite of recycled wood and reclaimed plastic—have received 30 awards in the two years since the company was founded, including:

- NAPPA’s Gold Award for the Dolphin Explorer Boat
- Oppenheim Toy Portfolio’s Platinum Award for the Sprig Eco-Trucks
- National Parenting Center’s Seal of Approval for the Dino Adventure Rig
- Dr. Toy’s Best Green Product Award for the Story Building Barnyard

Nominated in the Specialty Toy of the Year category, the Dolphin Explorer Boat is part of Sprig’s popular line of sturdy, adventure-themed playsets that encourage imagination. Perfect for bath time, the Dolphin Explorer Boat set lets kids swim with the dolphins or go on a secret mission in the ocean. The waterproof, floating adventure boat (10”x6”x5.5”) has a cabin with portholes and flexible, rubber rails on each deck. Imaginative explorers can jump in a small dingy boat and create a new story each day with mama and baby dolphins and an Adventure Guide with removable hat and backpack. Recommended for ages 2 and up, suggested retail price is \$29.99.

Sprig Toys are available at Pottery Barn Kids, Amazon.com and specialty toy stores across North America and the United Kingdom.

About Sprig Toys

Founded in 2007, Sprig Toys, Inc. is an innovative and socially responsible toy company based in Fort Collins, Colorado. Inspired by their collective desire to keep kids active and the planet healthy, the Sprig team is dedicated to incorporating creativity, smart design, quality manufacturing, earth-friendly materials, product satisfaction and responsible business practices into a superior line of fun, kid-powered toys. For more information on Sprig Toys, please visit [www.sprigtoys.com](http://www.sprigtoys.com).

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