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**Sprig Eco-Toys Win Top Awards, Make WIRED Store Debut**

FORT COLLINS, Colo.— It's official...kids dig Sprig! The earth-friendly [Sprig Adventure Series](#), first product line of eco-innovator [Sprig Toys, Inc.](#), has received several prestigious awards, including the [Oppenheim Toy Portfolio](#) 2009 Platinum Award and [The National Parenting Center's](#) 2009 Seal of Approval. Dr. Toy, Creative Child Magazine and the iParenting Media Awards also have honored the Discover Rig and Sidekick vehicles, which are made from Sprigwood™, a child-safe bio-composite of recycled wood and reclaimed plastic. The sturdy toys harness the natural energy of push- and pump-action play to power lights and other electronics—all without batteries.

"Sprig vehicles deliver," announced Stephanie Oppenheim, calling the toys "a new, truly green collection of vehicles that are just right for the preschool set." The National Parenting Center noted that the Discover Rig "is everything you could want in a small footprint toy experience." Dr. Toy praised Sprig's Canadian manufacturing and called the Discover Rig "an exciting new environmentally attuned product."

Expecting more rave reviews from consumers, WIRED Magazine will feature the Discover Rig in its fourth annual [WIRED Store](#) that opens on November 21 in New York City. Open for only five weeks during the holiday season, the store displays today's hottest products. Visitors to the WIRED kids area will be invited to test the Discover Rig for themselves and then order online at an in-store kiosk. The 2008 WIRED Store will be located at 15 West 18<sup>th</sup> Street in Manhattan's Flatiron District. For more information, visit [www.wired.com/wiredstore](http://www.wired.com/wiredstore).

The Sprig Adventure Series is recommended for ages 3 to 6 and available at Amazon.com, Toys R Us and specialty toy stores across North America. For store locations by zip code, visit [www.sprigtoys.com](http://www.sprigtoys.com).

**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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