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FOR IMMEDIATE RELEASE

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DENVER KIDS GO GREEN WITH SPRIG TOYS

--Fort Collins toy company to show first product line at Green Frontier Fest

DENVER –Kids attending Denver’s [Green Frontier Fest](#) on August 24—the eve of the 2008 Democratic National Convention—will be some of the first on the continent to experience the very latest in eco-friendly playthings. [Sprig Toys, Inc.](#) of nearby Fort Collins will invite children to play with the [Sprig Adventure Series](#), a new line of kid-powered and totally green vehicles for preschoolers that began shipping today to specialty toy stores across North America.

Made from Sprigwood™, a child-safe, bio-composite material derived from recycled wood and reclaimed plastic, the new toys harness the natural energy of push- and pump-action play to power lights and sound—all without batteries. [Adventure Guide](#) characters plug via USB into durable vehicles and engage preschoolers with audio that guides them through exciting adventures as they play. And, perhaps best of all, the toys fight childhood obesity—the electronics only work if a child is actively moving a vehicle.

“Sprig is proud to be a part of the Green Frontier Fest and focus attention on the need for safe, earth-friendly and active toys,” says Chris Clemmer, co-founder of Sprig Toys. “As a toy designer and father, I want to see America’s kids get off the couch, learn to use their imaginations and help us save the planet.”

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Manufactured in Canada to reduce environmental impacts, the Sprig Adventure Series will roll into specialty toy stores across North America in early September 2008. The toys are recommended for ages 3 and up and range in price from \$12.99 to \$59.99. For store locations, visit www.sprigtoys.com.

The Green Frontier Fest will take place in Sculpture Park at the Denver Performing Arts Complex in Denver, 10 a.m. to 6 p.m. on August 24, 2008. The event is free and open to the public. For more information, please visit www.greenfrontierfest.com.

About Sprig Toys, Inc.

Founded in 2007 by a trio of toy industry veterans, Sprig Toys, Inc. is an innovative and socially responsible toy company based in Fort Collins, Colo. 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, please visit www.sprigtoys.com.

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