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FOR IMMEDIATE RELEASE

October 13, 2008

**SPRIG HOLLOW INVITES KIDS, PARENTS OUTDOORS**  
**-- New Line of Eco-Toys Encourages Sand, Water and Garden Play**

FORT COLLINS, Colo. – If you build it, they will play. And if you add sand and water, then they—meaning kids—are sure to play longer.

Sprig Hollow, the latest eco-toy line from Sprig, encourages preschoolers to scoop, pour, fill, plant and most importantly, get outside and play with Mom and Dad. The new collection of multi-piece play sets includes *Bee & Butterfly's Farm*, *Dune Bug's Farm Truck*, *Dragonfly's Heli-Scooter* and *Honey Bee's Garden Home*, a set of pots with seed-infused, “plantable” packaging. All Sprig Hollow components are made from natural rubber and Sprigwood, a child-safe bio-composite of recycled wood and reclaimed plastic that has visible wood “flecks” and gives the toys a fresh, wood-shop scent.

“We want parents to get outside and spend time with their kids,” says Sprig Toys co-founder and toy industry veteran Chris Clemmer. “And, since Sprig Hollow is made from recycled materials, the toys provide an opportunity to talk about caring for the earth.”

Sprig Hollow play sets encourage sand, water and garden play. *Bee & Butterfly's Farm* features a water-resistant “farmhouse” with four play/garden shelves. When assembled by an adult, a large funnel and chute fit into slots on the shelves, ready to be filled with sand or water

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for plenty of flowing fun. The two insect characters—Bee and Butterfly—have chunky bodies with soft, interchangeable wings and a simple slot that allows them to “sit” on the shelves and in the sturdy Farm Truck. The hood of the truck doubles as a sand rake or plow. Recommended for ages 3 and up, the set will retail for \$34.99.

*Dune Bug’s Farm Truck* and *Dragonfly’s Heli-Scooter* are durable vehicles that cleverly transform into sturdy sand tools. Sized for “take along” fun, each of these water resistant, five-in-one play sets includes a Sprig Hollow insect character with interchangeable wings. *Dune Bug’s Farm Truck* has a sand bucket, a snap-on shovel and rake that doubles as the truck’s cab. *Dragonfly’s Heli-Scooter* is also a shovel and the helipad is a sand strainer. Suggested retail for each Sprig Hollow vehicle play set is \$13.99.

For a preschooler’s first foray into gardening, Sprig offers *Honey Bee’s Garden Home*. Unique, “plantable” packaging grows into wildflowers and herbs in the flower pot and beehive that double as a sand strainer and water bucket. Kids can help the included Honey Bee character grow a beautiful garden for the Sprig Hollow community. The set will retail for \$7.99.

Sprig Toys launched its first environmentally conscious line of adventure toys in fall 2008. Like the inaugural line, Sprig Hollow toys have no decorative paint and minimal, earth-friendly packaging. The collection is made in Canada to reduce Sprig’s carbon footprint. Sprig Hollow play sets will appear on specialty toy store shelves across North America in January 2009.

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**About Sprig Toys, Inc.**

Founded in 2007, 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](http://www.sprigtoys.com).

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