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SPRIG'S NEW STORY BUILDERS LET KIDS CONSTRUCT WITH EASE
-- Earth-Friendly Building Sets Reflect Classic Themes and Fairytales

FORT COLLINS, Colo. – Rome may not have been built in a day, but with Sprig Story Builders, plenty of other magical cities and structures will be built, demolished and rebuilt in just minutes.

Sprig's founders understand the dexterity challenges and frustrations experienced by preschoolers, particularly when it comes to building. As toy industry veterans and concerned parents, they created Story Builders to let kids build quickly and easily with earth-friendly sets.

“Our new Story Builders sets boost self-esteem through gratifying, imaginative play experiences,” says Sprig Toys co-founder and industry veteran Justin Discoe. “We sized the blocks to fit into the hand of a 3- or 4-year-old and be easy for the child to manipulate while developing their fine motor skills. Kids can build quickly, get excited about their creations and tell their own stories. With Story Builders, the fun begins right away and kids beam with pride.”

The fall 2009 Story Builders line includes two large construction sets—**Ol' Mac's Story Building Barnyard** and **Princess Penny's Story Building Palace**—and two unique books that allow kids to read and re-imagine the classic fairytales of **The Three Little Pigs** and **Little Red Riding Hood**. Each large construction set has 95+ pieces, including a 2.5-inch character, blocks in two sizes and a variety of landscape, structure and character panels. The books have lift-out panels, 10 blocks and are cleverly packaged to be compact and sized for take-a-long fun.

(more)

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All of Sprig's Story Builders sets let preschoolers build quickly and easily with a combination of flat panels and slotted, stacking blocks. Beautifully illustrated and die cut into the simple, chunky shapes of walls, plants and characters, the two millimeter-thick panels are made from a 100 percent recycled version of board book material. Their durable, rounded edges slide easily into slots on the sides of the blocks, which allow the panels to stand upright and connect to other panels to build the palace or barnyard. Story Builders panels are printed on both sides in bright, glossy colors with special green printing technology, using water-based inks. This new process provides vibrant colors, not the muted tones often found in eco-friendly printing.

The uniquely designed blocks are made from earth-friendly Sprigwood™, a child-safe bio-composite of recycled wood and reclaimed plastic that smells like pine and has visible wood flecks. When stacked, the blocks "lock" together to prevent children from accidentally knocking over their creations. Slots in the sides of each block hold panels upright and connect them together. Each of the building sets is equipped with both small (1.5"x1.5"x0.5") and large (1.5"x1.5"x1.75") blocks. While the blocks are secure when stacked, a preschooler can pull them apart with ease. The small blocks serve as stands and chunky handles for the character panels.

All 95+ pieces of the Story Builders construction sets pack into an included, recycled cardboard storage box for easy clean up. MSRP is \$29.99, recommended for ages 3+.

Perfect for travel, Story Builders books feature 10 small blocks and several panels inside the classic children's fairytales of Little Red Riding Hood and the Three Little Pigs. Story characters and other fun pieces lift easily from book pages and press back in for storage. Priced at \$14.99, these unique books let children 3+ bring classic tales to life and re-invent their plots.

Sprig's Story Builders construction sets and books will be available at specialty toy stores across North America and the United Kingdom in fall 2009. Packaging is 100 percent recycled chipboard printed with water-based inks. For more information, visit www.sprigtoys.com.