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FOR IMMEDIATE RELEASE

February 9, 2009

Sprig Toys to Sponsor First New York Toy Fair Recycling Program

FORT COLLINS, Colo.— Eco-innovator [Sprig Toys, Inc.](#) is the official sponsor of the first recycling program ever implemented on the show floors of the [American International Toy Fair](#). The largest toy trade show in the Western Hemisphere will take place February 15-18, 2009, at New York's Javits Center.

"More than 20,000 people attend Toy Fair each year and we leave behind a lot of trash, so Sprig Toys is very excited to be a part of this new recycling program," said Sprig CEO Craig Storey. "We hope everyone will be looking for our Sprig bins as they throw away their water bottles, cola cans and sell sheets."

Javits Center management made the program possible by agreeing to recycle the paper, plastic and aluminum free of charge. Recycled corrugated cardboard receptacles bearing the Sprig Toys logo will be positioned near garbage cans on the show floors and emptied regularly.

Sprig will launch four new collections of earth-friendly playthings for preschoolers at Toy Fair 2009 (booth #5867), including Eco-Trucks, Sprig Hollow, Story Blocks and Sprig Adventures playsets. The company's first product line, the kid-powered [Sprig Adventure Series](#), rolled onto specialty toy store shelves across North America in September 2008, and was swiftly honored with multiple awards, including the [Oppenheim Toy Portfolio's 2008 Platinum Award](#) and the [National Parenting Center's 2008 Seal of Approval](#). The centerpiece of the series, the [Discover Rig](#), received three [2009 Toy of the Year \(TOTY\)](#) nominations from the Toy Industry Association.

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.

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