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Sprig Toys Names re:creation Group as UK Distributor

FORT COLLINS, Colo.— Eco-innovator Sprig Toys announced today that its award-winning line of battery-free, electronic preschool toys, the *Sprig Adventure Series*, will be distributed in the United Kingdom by re:creation Group. The new toys will hit store shelves just in time for holiday shopping.

“We are very excited to be a part of re: creation’s dynamic UK line,” said Craig Storey, CEO of Sprig Toys. “Their commitment to sustainability and innovative product makes them an ideal partner.”

Made from Sprigwood™, a child-safe bio-composite material of recycled wood and reclaimed plastic, the Sprig Adventure Series harnesses the natural energy of push- and pump-action play to power lights and other electronics—all without batteries. *Adventure Guide* characters wearing LED-lit hats plug into durable, attractively designed vehicles and engage preschoolers with audio that guides them through exciting adventures as they play.

“The Sprig Toys range fits the ethos of re:creation perfectly,” says Nick Joslin, Managing Director, re:creation Group. “As members of Planet Positive we are a carbon negative company; the innovation behind Sprig Toys and Sprigwood reinforces our desire to provide quality products to consumers while remaining environmentally responsible.”

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.

About re:creation Group

Founded in 1998 and headquartered in Berkshire, UK, re:creation is a distributor and developer of exclusive, original toys, games and gifts that are at the forefront of lifestyle trends. Re:creation’s brand portfolio embraces award-winning products and market leaders and provides trade partners with unique and profitable merchandise. For more information about re:creation, visit www.recreationplc.com

Re:creation is a carbon negative company assessed under the Planet Positive protocol. The company offsets 110 percent of its carbon emissions by investing in renewable energy projects to protect the planet’s natural resources. For information about Planet Positive, visit www.planet-positive.org

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