

New TP Toys competition set to frame The Fresh Face of 2009



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Press Release Author: [TP Toys](#)

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Press Release Summary: TP Toys, the UK's leading manufacturer of outdoor toys, launch competition to find a child to star as the face of their new 2009 brochure



Press Release Body: **TP**, the UK's leading manufacturer of outdoor toys is looking for children to star as the face of their new 2009 brochure

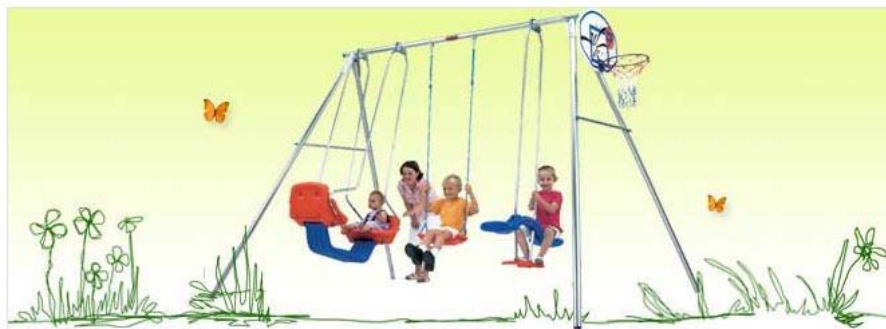
TP Toys has long been renowned for its ongoing mission '**Freedom to Play**' – in a bid to get children out and about, and involved in creative, active play. Their recent research conducted amongst parents and children highlighted how little time children are spending outdoors, as well as the need to educate parents on its importance. Astonishingly, over a third of parents surveyed admitted that their kids spend less than 2 hours playing outside on an average weekend day.



In contrast, 98% of the children interviewed said that their favourite activity is playing in the garden, despite the small amount of time that they actually spend in it. When asked what they liked most about being outside, nearly half of the children answered 'running about freely', emphasising the need for parents to get kids out and about and promote their natural instinct to be free.



Entering the competition is a simple process. **TP** are not looking for a professional modelling image, nor is this a competition for the best photography. All that TP ask is that applicants capture **TP's mission - 'freedom to play'** in one simple shot and upload it to the **TP website tptoys.com**. The image of the child must be taken outdoors and demonstrate their interpretation of having fun; applicants can use **TP equipment** within the actual photograph or any [outdoor toys](#) to convey the message. To accompany the picture, hopefuls must describe in no more than 100 words why they think it is important for children to play outside.



A spokesman for **TP** explained the idea behind the new competition:

"From [climbing frames](#) to [trampolines](#), [giant swing sets](#) to sandpits, 10ft pools and slides, there isn't anything that TP hasn't thought of when it comes to outdoor play.

So anyone who feels as though their child knows the key to having fun outside, why not capture the moment and share it with us."



The ongoing competition initially started at the beginning of March, and each week a number of entrants are selected at random and uploaded onto the [tptoys.com](http://www.tptoys.com) website. **TP Toys** will be selecting one winner from each of the following 9 regions (Midlands, North East, North West, Scotland, South East, South West, Wales, Northern Ireland and Eire) and will announce the results during the week commencing 30th June. Each regional winner will be uploaded onto the site for the voting to begin, which gives applicants two weeks in which to spread the word in order to get friends and family voting for their little one as much as possible.

The photo with the most votes on the 18th July will be '**Framed as TP's Fresh Face of 2009**'. The eight regional winners will each be awarded their 'ideal toy' but the overall winner will take away £1,000 worth of **TP products** of their choice instead. In addition they will be invited along to a professional photo shoot to have their picture taken for the catalogue. The winner will also be presented with a framed copy of the front cover shot as a memento. The deadline for entries is Friday 20th June.

About

TP

Toys

TP Toys is the UK's leading manufacturer of outdoor toys and has built its business on delivering fun for kids and peace of mind for parents. Over the years they have established a network of independent specialist Centres of Excellence throughout the country. **TP toys** can also be purchased from **John Lewis** and other stockists in the UK and Republic of Ireland.

Web Site: <http://www.tptoys.com/>

Contact Details: TP Toys PR Contact:

Sarah Haynes

Circle Communications Limited

The Spiral

1 Wycombe End

Beaconsfield

Bucks

HP9 1LZ

T: 01494 683 169

F: 01494 675 380

www.tptoys.com