

Zoobies Wins Creative Child's Toy of the Year and Oppenheim Gold Award.



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Press Release Author : [Zoobies](#)

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Press Release Summary : **Zoobies wins important awards.**



Press Release Body: September 4, 2007- **The Oppenheim Toy Portfolio** reviews hundreds of children's products every year to determine which products are remarkable enough to grant their seal of approval. According to their website, "When

consumers see our award seals on products, they can be assured that they are 'award-winning' because they were selected by a noted expert in child development, children's literature, and education, and further tested by the most objective panel of judges-kids." The site also declares, "We can tell it like it is, because we don't have to worry about companies pulling their ads. You can trust our kid, parent, and educator tested picks." That's why it's an honor for a company to receive their gold award as **Zoobies™** recently did.



Toy Portfolio co-founder, Stephanie Oppenheim describes **Zoobies™** as *"the perfect take-along! Zoobies are better than a blankie or a stuffed animal!"* This is not the only prestigious award they have received recently. They also found out that they were named **Creative Child Magazine's 2007 Toy of the Year. Creative Child's owner and founder, Scott Reichart describes Zoobies™** as

"an easy to use soft plush toy. It's a 3-in-1 concept that gives children something to cuddle, sleep on and keep them warm. It's the perfect travel companion for your child."

More on Zoobies™ was started by two young brothers who wanted to produce something *"new, innovative, and extremely cuddly; something that would be both fun for kids and handy for parents at home and on the road"* says **founder, JC Smoot**. The patented **Zoobies™** concept is the only plush animal concept out there that turns into both a pillow and blanket. After designing 12 animals for the brand new **2007 Safari Collection** and unveiling them at the **2007 TIA Toy Fair in New York**, they realized they were on to something big. Since their launch they have been adding between 80-100 new boutique & gift shops in the U.S. each month. They are also distributing in Canada, England, Japan, Australia, Italy, and Hungary.

Zoobies™ U.S. office is located in Provo, Utah. The Safari Line is the first of several that will be released down the road.

Links for more information:

www.Zoobiepets.com

www.CreativeChildonline.com

www.ToyPortfolio.com

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

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