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People
TOY COMPANY

SOUND THE MOCHI TRUMPET! BABY'S FIRST (OR SECOND) CHRISTMAS CALLS FOR PERFECT PRESENTS BY PEOPLE TOY!

*Choose A Gift With Confidence From Award Winning
Best Baby & Toddler Toys*

New York, NY (October 3, 2017) – New grandparents never need a reason to spoil the newest member of the family. But when Christmas or Hanukkah approaches, there's a hunt for the absolute perfect present for the most precious member of the family! Look to People Toy Company of Japan to deliver a menu of cute and smart playthings for newborns, babies and toddlers such as the **People Blocks 31-Piece Set in Classic Colors** (\$59.99).

New moms and dads will ooh and aah at People Toy's *Brain Builder Collection* for its good looks, brainy attributes as well as its affordable prices. The must-have stocking stuffer for 2017 has got to be the **Like It Pacifier** (\$8.99) where babies can give a thumbs up with no hands! **Push and Pull UFO** (\$8.99) and **Educational Eddie Rattle** (\$8.99) are perfectly sized for chubby little fingers.

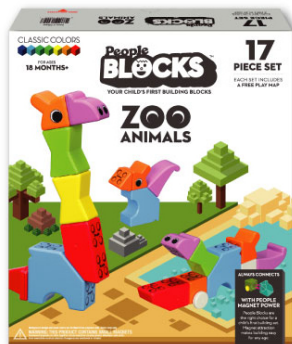


The rice-infused *Mochi Collection* nurtures baby's cognitive reasoning skills through play. **The Mochi Trumpet** (\$24.99) is made from a fantastic rice-plastic technology. Baby can teeth and drool safely with the **Mochi Maraca** (\$24.99) or **Mochi Teething Plate** (\$14.99). The entire *Mochi Collection* is created with rice harvested from Japan!

Choose from a dozen perfect presents at their colorful website, www.PeopleToy.co. (Note that it is .co and not .com!) The list below showcases the many U.S. toy industry awards bestowed upon this beloved company celebrating 40 years in Japan and now available stateside.



**People Blocks 31-Piece Set -
Classic Colors • Ages 1
Year+ • \$59.99**
*2017 National Parenting
Product Awards Winner
2017 Parents' Choice Award
2017 PAL Award*



**People Blocks 17-Piece Set -
Zoo Animals • Ages: 1 year+
• \$34.99**
*2017 Hot Diggity Seal Of
Approval*



**Brain Builders: Magic
Reflection Ball • \$8.99 •
Newborn+**
*2017 Tillywig Brain Child
Award*



**Mochi Trumpet • \$24.99
• Ages 3 months+**
*2017 Tillywig Brain Child
Award*

All are available online at www.PeopleToy.co and at a neighborhood toy store. For the latest toy news, follow them on social media by Facebook, Twitter, Pinterest, tumblr or Instagram.

ABOUT PEOPLE TOY COMPANY

Beloved Japanese company People Co., Ltd launched in 1977 and started their toy business in 1982. It has finally arrived in the U.S. and created the People Toy Company pedigree product line. The company's three core offerings are Brain Builders, Mochi and People Blocks series. People Toy Company proudly creates fun and educational baby products for the discerning parent. The Mochi series is the winner of the prestigious 2015 Kids Design Award. Another point of pride is their almost-entirely female staff including our COO Kogure Masako and executive officers Fujita Junko and Odagiri Hiroko.