

CONTACT: KidStuff Public Relations
Lisa Orman, 608-767-1102
or Lisa@KidStuffPR.com



WONDERFUL WORRY EATERS ARE OFFICIALLY PARENT TESTED PARENT APPROVED (PTPA)

Testimonials From Moms And Dads Praise Plush Pals That Devour A Child's Worry Earning The Cuddly Collection PTPA's Seal Of Approval

Springfield, MA (June 14, 2016) – Kudos have been pouring in to Haywire Group's toy offices since they introduced the Worry Eaters, a collection of cuddly creatures that can boost a child's emotional well-being. The award-winning plush pals have an important job -- to *eat* a child's upset thoughts. The latest testimonials come from volunteer families who make of the prestigious Parent Tested Parent Approved (PTPA) panel. Their overwhelming five point ratings (the highest honor) have earned Worry Eaters a *2016 PTPA Winner's Seal of Approval*.

“When consumers search for our Seal of Approval on product packaging and web sites,” says Sharon Vinderine, CEO and founder of PTPA Media Inc, “they are essentially searching for validation from their peers. Their peers will have objectively tested and approved these products based on their performance in a real life environment. That type of resource for families is priceless.”

The testimonials are priceless for the toy maker as well as the consumer. Worry Eaters have been lauded with over a dozen national awards including *2016 Toy Of The Year Finalist -- Best Specialty Toy Of The Year* at the American International Toy Fair, home to hundreds of thousands of toys, games and youth entertainment products!



But the best award is hearing how Worry Eaters helps one boy or one girl at a time when they really need a friend. “This product is an easy concept to grasp,” began one of the many PTPA testimonials. “It taps into a child's imagination in that the idea of the monster being able to eat their worries and keep it for them can be a reality. I think it was great as it allowed me as a parent to discuss with my child about feelings and how they made her feel.”



The praise continued with anecdotes from each panelist's household. “My kids fell in love with our cute little *Shnulli* the moment I brought him in the door!” gushed one mom. “The concept of how he eats their worries was simple to explain and my four-year-old understood right away and was excited about the idea, as he's been struggling with a few fears lately.” She continued with her preschooler's dilemma. “A few nights later my son was really upset at bed time so we were able to put Shnulli into action.”

Not every child is able to articulate what is upsetting him. The Worry Eaters ease youngsters into the thought process. "Using this toy helped my son to practice finding the words to describe his feelings," wrote one mother, "and then once he was able to put them into words, it allowed him to separate himself from those feelings, look at them more objectively, and choose to compartmentalize or put them out of his mind so he could sleep in peace and come back to the worry when he was less emotional/ tired/ upset."

A few of the mom reviewers were also teachers, so little worries are multiplied in her days (and nights). "As an elementary school teacher," she began, "we use similar things in the classroom (a worry box) but to have something cute, cuddly and tangible for students to be able to write their worries on, and 'feed' the doll, I can see how this could be an amazing tool for younger kids."

Parent tested and then approved is an amazing concept and a huge community! "PTPA Media has North America's largest volunteer parent testing community, with over 70,000 parents and is one of the most recognized seals in North America," according to their website. "Consumers looking for high-quality products and services can rest assured when they see the PTPA Winner's Seal; it's evidence of a products excellence from having been evaluated by unbiased parent testers."

Parents and caregivers have one less worry if their plush happens to get dirty. All Worry Eaters are washable -- either by hand or on the machine's gentle cycle -- and made with quality soft plush material. Look for Worry Eaters in retail stores and online at <http://www.haywiregroup.com/worry-eaters/shop/>.

Worry Eaters • Ages 3+ • \$15.99 (Small) & \$22.99 (Large)

- *2016 Toy Of The Year Finalist -- Best Specialty Toy Of The Year*
- *2016 AblePlay Seal of Approval*
- *Parents Magazine Best Toys*
- *Creative Child Awards Plush of the Year*
- *The National Parenting Center's Seal of Approval*
- *Mom's Choice Award - Gold*
- *Mr. Dad's Seal of Approval*
- *2016 PTPA Winner's Seal of Approval*
- *NAPPA Gold Award (National Parenting Publications Awards)*
- *National Association of Gifted Children's Recommended Toy Seal*
- *PAL Award*
- *Dr. Toy 100 Best Picks*
- *2015 Top Holiday Toys – The Toy Insider*

ABOUT PTPA MEDIA INC.

PTPA Media provides an objective framework for appraising and promoting new products designed to enrich family living. The company's mission is to marry innovative companies with discerning consumers, to improve consumer access to quality products and services for their families and homes.

ABOUT HAYWIRE GROUP

The award-winning game maker likes to remind itself that □ from time-to-time things do tend to go a bit haywire... but it's all fun and games in the end. Since 2005 the New England company has set out to create a line of games designed to get people out of their comfort zones and have fun while doing it. But as they readily admit, *improving the lives of kids* is what really drives them. Haywire is a big supporter of children and families in foster care at the Center for Human Development in Springfield, MA. CHD provides opportunities for foster children -- in music, dance, art, sports, summer camps and extra-curricular education -- not typically paid for through the State. Haywire hopes to offer a positive influence that will remain with them throughout their lives. Visit the company's website, www.haywiregroup.com, for all their products.