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GOT KIDS ON YOUR HOLIDAY LIST? THEN HAVE YOURSELF A MiO LITTLE CHRISTMAS

Power Up A Child's Imagination With MiO's Enchanting Collection Of Open-Ended Playsets Where Bears Drive Buses And Foxes Build Tree Forts!

Minneapolis, MN (October 4, 2016) – The holly jolly holidays are approaching and that means scratching your head to find the perfect present for every single tot on your list. Breathe and think three letters – M-i-O (mee-yoh). Manhattan Toy, makers of imagination inspiring products, has launched the MiO collection of open-ended play that's been generating buzz with toy industry experts, digital influencers and the parenting blog community!

The child development experts and toy reviewers of the prestigious *Oppenheim Toy Portfolio*, just awarded MiO its 2016 *Gold Seal Award!* The esteemed review organization exclaims, "A truly open-ended modular dollhouse that can be different every day," begins their gushing critique. "The wooden boxes and roof can be rearranged horizontally, vertically and every which way. The blocks and fabric pieces can be a table or bed or whatever kids imagine."

The most elaborate wood play set has a total of 41 pieces including: two small beanbag-bodied people, reversible tree/garden blocks, a hopscotch plank, one grassy patio, one large room and two smaller rooms, two step pieces, four pillars, 15 cubes, a room divider, one graphic block, one blanket, one pillow and a drawstring bag for storing small pieces. Smaller sets along with vehicles, people and animal characters are also available for those who want to mix and match their own sets.



Creative Child magazine happily crowned MiO with its 2016 *Toy Of The Year Award* in the Open Ended Play category for **MiO Playing Eating Sleeping Working + 2 People™ (\$100)**. This 41-piece set is the flagship of the MiO collection. The large storage box – with built-in handle cut outs – do double duty as large rooms and grassy patio. *National Parenting Product Award* (NAPPA) reviewers played with the many pieces, then gave the captivating set its 2016 top prize.

Toy industry awards are persuasive but holiday shoppers might still be thinking of grabbing a tech toy or something with a STEM theme. If you want a hug and a kiss at the end of the night, go for these sit-on-the-floor toys that get kids' brains busy. There are no rules to the MiO wood pieces. The sets are gender neutral and the pieces suggest familiar objects like a bed or table without being overly defined. How many sets include a skunk, a fox and a bear along with a school bus. Get the idea? Imaginative ideas and

silly play is encouraged! Plus grandparents or siblings can join in to build and make up kooky stories. That's the beauty of young imaginations.

Need another reason to give a MiO set? Kids don't already have them in their closet since the collection was just launched! Parents have said the wood sets are handcrafted so beautifully they don't mind leaving them out on the coffee table! Have you ever said that about plastic bricks, long cords or ear buds?

Mom bloggers who have sampled MiO heartedly agree that this is the IT toy for the season.

Mom blogger *Mom Fab Fun*, wrote enthusiastically, "Plop preschoolers amidst a pile of wood building pieces and beanbag dolls and there's no telling what stories they might dream up. There are no rules when it comes to imagination. The same goes with the designers at The Manhattan Toy Company. The wow factor of their newest collection comes from a contemporary look to a land with hand-painted wood heads atop beanbag bodies residing in natural wood homes."

"Think of a traditional doll house," writes *Vivaveltoro.com*, "You have a rigid structure of walls and floors and a handful of plastic pieces that have one function. There is little else to create without bringing in outside parts and pieces and the set-up probably looks the same every time. Enter MiO! You start to create and imagine as soon as you open the box as you start to arrange the rooms into a new home design. The lid becomes a yard and the array of sustainable wooden pieces become whatever you want them to be!"

Mix and match the many MiO playsets, below, or start with the flagship 41-piece set! **All play sets are designed for Ages 3+:**

MiO Playing • Eating • Sleeping • Working + 2 People • \$100

Ho-ho-whoa! This amazing 41-piece set includes 1 large room, 1 grassy patio, 2 rooms, 1 loft, 2 blocks, 1 hopscotch plank, 1 natural plank, 2 step pieces, 4 reversible tree/garden blocks, 4 pillars, 1 room divider plank, 1 graphic block, 15 cubes, 1 blanket, 1 pillow, 2 MiO beanbag people, and drawstring storage bag.



MiO Sleeping + 2 People • \$30

Is it nap time or bedtime? Kids love putting their MiO friends to bed after building this two level house. This 14-piece set includes 1 room, 1 loft, 1 block, 6 cubes, 1 blanket, 1 pillow, 2 MiO beanbag people, and drawstring storage bag.



MiO Eating + 2 People • \$30

What's for dinner? That is a question best answered by the story-teller in charge! The 12-piece set includes 1 room, 1 loft, 1 tabletop plank, 6 cubes, 2 MiO beanbag people, and drawstring storage bag.



MiO Woodland + Fox + Skunk • \$26

The land of MiO takes imaginary play outside. Do foxes play with skunks? Of course! This adorable set has 14-pieces -- 3 reversible tree/garden blocks, 1 grass plank, 1 reversible pond/stream plank, 6 cubes, 2 MiO beanbag animals, and drawstring storage bag.



MiO Camping + Bear • \$16

It's not Smokey but this bear loves camping! And he can build a fire, snack on cheese and crackers and snuggle soundly in his tent. The 11 pieces include 1 tent structure, 8 cubes, 1 MiO beanbag bear, and drawstring storage bag.



MiO Car + 2 People • \$22

Road trip anyone? This mobile 3-piece set includes a car with functioning wheels, 2-beanbag people plus a trailer hitch capability for towing the MiO trailer (trailer sold separately).

MiO School Bus + 2 People • \$24

Riding the bus to school is a landmark event for many little kids. The MiO yellow bus has functioning wheels and holds up to 6 MiO beanbag characters. The charming 3-piece set includes the MiO Bus and 2 beanbag people, plus trailer hitch capability for towing the MiO trailer (trailer sold separately).

MiO Trailer • \$14

Inspired by the tiny house trend, the orange and natural wood MiO Trailer lets you stack your MiO rooms, lofts and tents – and hit the road! All fit neatly on the MiO Trailer. This 2-piece set includes the MiO Trailer with functioning wheels and 1 trailer connector allows trailer to be towed by MiO vehicles (vehicles sold separately).



MiO People Set • \$10

Add to your circle of MiO playmates. The people have hand-painted faces and soft beanbag bodies. Each People Set includes two distinct characters. Choose one or collect all three!

MiO Animal Set • \$10

Add to your circle of MiO friends with a pair of playful animal characters. The animals have hand-painted faces and soft beanbag bodies. Each Animal Set includes two distinct characters. Choose one or collect all three!

Purchase the perfect present online at www.ManhattanToy.com, Amazon.com and other on line retailers, or look for the sets in specialty shops coast to coast. Enjoy browsing Manhattan Toy's new website (featuring over 500 products). Sign up for their free email program to find out about the newest toys and featured promotions. Plus, visit the blog to hear more about current parenting topics and product announcements

ABOUT THE MANHATTAN TOY COMPANY

For more than 30 years Manhattan Toy has provided high quality, imagination inspiring, safety conscious toys. The spirit of Manhattan Toy is captured in the simple statement –We remember that the most powerful thing any of us play with in this life is our imagination! All Manhattan Toy products comply with U.S. and European safety standards. For more information about their array of award-winning toy collections, visit the website at www.manhattantoy.com.