



Dear Colleague:

“Yes, it is safe to buy toys this holiday season and here’s why.”

This is our key message with the media and on our new consumer site www.toyinfo.org and call center (888-88-4TOYS).

We developed these resources to both reassure and educate consumers on the industry’s rigorous safety standards and testing process. Our new website includes perspectives of third-party experts as well as industry insiders who detail the comprehensive quality assurance process, from design through distribution. Our call center is staffed by professionals who have been trained to respond to frequently-asked questions.

To reach the parents with concerns, we are promoting these resources via search engine marketing with relevant key words, and with links from relevant sites such as Safe Kids Worldwide.

We invite you to share these resources with your clientele and also link to www.toyinfo.org from the relevant pages of your website using the attached banners.

Thank you for your support of this industry-wide initiative to reassure consumers of the safety of toys on the shelves this holiday season. As always, we welcome your comments and suggestions

Regards,

A handwritten signature in black ink that reads "Carter Keithley".

Carter Keithley
President
ckeithley@toyassociation.org

A handwritten signature in black ink that reads "Daniela Weiss".

Daniela Weiss
VP, Strategic Marketing & Communications
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