

SKIP*HOP®



EXPLORE & MORE
roll around rattles

Skip Hop Wins Prestigious Spielwarenmesse ToyAward 2015!

EXPLORE & MORE Roll Around Rattles wins Baby & Infant Category (0 - 2 years of age)

New York, NY, January 27, 2015

Skip Hop is proud to announce that the brand's EXPLORE & MORE Roll Around Rattles have won a ToyAward 2015, the prestigious prize of the Spielwarenmesse International Toy Fair in Nuremberg, Germany (January 28 to February 2, 2015). Awarded at the Spielwarenmesse opening ceremony, this internationally recognized prize is presented annually and is a special acknowledgment within the global toy industry.

Winning in the Baby & Infant (0 - 2 years) category, Skip Hop's EXPLORE & MORE Roll Around Rattles received top marks for quality, creativity, safety and educational benefits. From the Spielwarenmesse press release:

"A pleasant material, pretty colors and shapes and lots of ways to hold the Roll Around Rattles—you just have to reach out and grab them. And if they drop onto the floor, they jump back, but very quietly, which is a real treat for the parents. The Roll Around Rattles help with the motor development of the little ones and foster their haptic abilities."

The remaining three categories were Preschool (3 - 5 years), School Kids (6 - 10 years) and Teenager & Family (11+ years). Together, the four winners beat 601 products from a total of 318 exhibitors.

Spielwarenmesse ToyAward Winner page:

www.toyaward.de/en/

Spielwarenmesse ToyAward press release:

www.spielwarenmesse.de/press/press-releases/press-releases-of-the-spielwarenmesse/pressebox/List/

Spielwarenmesse ToyAward video:

<https://www.youtube.com/watch?v=eeN7F-m3QJo&feature=youtu.be>



ABOUT SKIP HOP INC.

Skip Hop, Inc. is a New York City company devoted to designing innovative products for moms and dads. The company understands the challenges faced by today's parents as they are adjusting to their new lives. They study how families use existing parenting products, and the result is a variety of exciting essentials that make day-to-day living easier for today's moms and dads.

ABOUT SPIELWARENMESSE

Spielwarenmesse International Toy Fair is the largest international trade fair for toys and games, held annually in Nuremberg, Germany since 1949.

FOR MORE INFORMATION

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