

Think Green, Live Green, Play Green with Dandelion *Earth-Friendly Goods*

Re-Think It introduces its Dandelion Earth-Friendly Goods with an emphasis on environmental responsibility, accountability, and overall usability



Winter Park, FL — At a time when “organic”, “green”, “environmentally-friendly”, “renewable” and “sustainable” is a part of our everyday culture, consumers are sincerely moved to help preserve the planet and the health and well-being of their families. With the desire to champion an emerging “green” awareness, Re-Think It, Inc. is launching its collection of **Dandelion *Earth-Friendly Goods*** that turns living green into easy living.

Dandelion *Earth-Friendly Goods* are made *entirely* using eco-friendly materials and processes. “From the organic cotton grown without pesticides and chemicals, coloring process, and right down to the plant-based fibers used in filling the plush toys, we’re all about delivering toys that babies will enjoy learning from and that don’t harm the environment,” says Re-Think It co-founder Amy Shumway. “Even the packaging, made from recycled paper board, helps to contribute to environmental consciousness with its creative approach to size and practicality. And our products are shipped with recycled newsprint, not bubble wrap.”

With Re-Think It’s **Dandelion *Earth-Friendly Goods***, parents can be reassured that the developmental toys, ReUsables (plates, bowls, utensils), diaper bags, rattles and teethers they buy for their children are not detrimental to them or to the planet. And the little ones? They will love playing with the high quality toys all the while developing their senses and cultivating motor and social skills. It’s a win-win-situation for children, parents, *and* the environment.

All of **Dandelion *Earth-Friendly Goods*** are tested above current CPSC standards and meet the standards set by the European Union. Because **Dandelion** uses plant-based fibers rather than cotton fill, the plush toys are machine washable and will maintain their shape and quality even in the dryer.

The new line of **Dandelion *Earth-Friendly Goods*** consists of:

Organic Developmental Toys

Inspire exploration, cultivate imagination, and promote playful recreation with Dandelion's Organic Developmental Toys. The Stacker has four unique rings with varying color and texture combinations. Along with the Sorter that comes packed with four shaped blocks ready to be shaken, squeezed and sorted, babies will stimulate and develop sensory, motor and social skills vital to their personal growth and most importantly, have fun doing it. For ages 6-12 months. MSRP: \$14.99 - \$38.99

Organic Rattles and Teethers

The simple, soft organic toys will delight and engage babies with softly textured plush and gentle sounds. Toys have a variety of fabrics, such as canvas, terry and soft velour. Babies can shake, rattle, squeak and teethe while developing hand eye coordination and discovering lessons about causality. For ages 0-6 months. MSRP: \$9.99 - \$14.99

ReUsables

Made from corn, the toddler divided plates, bowls and utensils are sized right to encourage proper eating habits. Designed with ease-of-use and cleanup in mind, the divided plate keeps foods separate, the bowl has deep sides to keep spills from becoming such and the utensils are shaped for small hands to hold while toddlers learn to feed themselves. Plates and bowls are sold in packs of two. The utensil pack comes with four spoons and four forks. For Ages 6 months and up. MSRP: \$7.99

Organic Canvas Diaper Bags

Dandelion gear is designed for the family with a mobile lifestyle and eco-sense in mind. Available in August 2009, Dandelion's Organic Canvas diaper bags will feature function & fashion to last. Parents can lead by example & bring their environmental message to the forefront with clever graphics and unique rope shoulder straps that make a statement with plant-based dyes. Inside, it's big and roomy, with 2 snap pockets to keep smaller items sorted and an attached key/pacifier-catcher. On the outside, this bag features a large front pocket with snaps, a large easy access back pocket, and an elastic pouch on each end, for bottles or sippy cups. MSRP: \$54.99.

About Re-Think It, Inc.

Re-Think It, Inc., formerly ABC Development, Inc, is a privately held company with headquarters in Winter Park, FL. The company was founded in 1987 as a manufacturer of novelty sponge products. In 1996 the company launched its first assortment of baby care items. The company has since expanded its baby care offering to include infant and toddler feeding items, toys, accessories and more. As of 2008, Re-Think It refocused its company and built its ecological campaign with the introduction Dandelion Earth-Friendly Goods featuring a chemical free, earth-friendly line of products as its cornerstone. For more information please visit www.dandelionforbaby.com or call (888) 222-3053.

#