



FOR IMMEDIATE RELEASE:

Contact: Corryl Parr
Company: Team Detroit
Telephone: (C) 248.640.2415 OR (O) 313.615.2000
Fax: (F) 248.615.4076
Email:// corryl.parr@teamdetroit.com
Web site address: www.teamdetroit.com

A Colossal Battle between Two Toy Giants – Slinky ® vs. Etch A Sketch ®

It's the clash of the *Toy Titans*... and may the best toy win!

Dearborn, Michigan, July 13, 2010– Slinky ® and Etch A Sketch ® have enjoyed a fun rivalry for decades. Now the toy giants are competing in a contest to decide which one is the favorite classic toy of all time. Voters have been weighing in on the friendly competition since February.

Supporters can cast votes on www.SlinkyVsEtchASketch.com. They can even submit fun videos to express what their favorite toy means to them and why it's so special. Top videos for each toy will be awarded a cash prize of \$5,000, in addition to daily drawings for a free Etch A Sketch or Slinky and three cash drawings of \$3,000, \$1,500 and \$500.

Both toys are celebrating landmark anniversaries this year. Etch A Sketch has been inspiring creativity and sparking imagination for 50 years; while Slinky has been amazing and delighting children and adults alike for 65 years.

Their makers, Ohio Art Company ® and POOF ®- Slinky®, are hosting the competition, with hopes of conjuring up warm memories and creating new happy hours of fun!

The Etch A Sketch hasn't changed one bit since it made its debut in 1960... and fans are delighted. There's a reason that familiar red frame, with its two white knobs and shake-and-erase screen have been dubbed; The World's Favorite Drawing Toy. It's a classic!

The Slinky, manufactured by POOF-Slinky, has been traveling down stairs, end-over-end, stretching and bending for 65 years. This flexible toy was invented and developed by a naval engineer in the early 1940s and is officially Pennsylvania's state toy...an honor bestowed upon it in 2003.

Advertising agency Team Detroit conceived and produced The Slinky vs. Etch A Sketch campaign.

The competition stretches across the country, as everyone from schools to families are taking part in the good-natured contest. Filmmakers, animators and art students can get in on the fun too.

"We couldn't think of a better way of celebrating our 65th Anniversary, than with Etch A Sketch, our long time rival and steady contender over the past 50 years," says Ray Dallavecchia, President and CEO, POOF-Slinky, Inc. "We are confident that this competition will generate an exciting new and fresh buzz around both toys – no matter who wins," he adds.

"The goal of this contest is to recognize two iconic brands and the contribution each has had over the years," notes Martin Killgallon, Senior Vice President of Marketing and Product Development, The Ohio Art Company. "We will be looking for videos that are creative and original, and focus on the positive ways that the toys affected the lives of their fans," he adds.

Visit www.SlinkyVsEtchASketch.com until October 31, 2010 to cast your vote for your favorite toy of all time, submit your Etch A Sketch or Slinky video, and enter to win cash prizes.

###

About Ohio Art

Creators of the famous Etch A Sketch® drawing toy, The Ohio Art Company remains one of the world's most widely recognized toy companies since its establishment in 1908. The Ohio Art Company is committed to developing toys that encourage creativity and learning while providing hours of enjoyment, encouraging self-expression and promoting positive development. The company also proudly markets specialty toys including K's Kids®, a line of toys specially developed for babies and toddlers. Visit the Ohio Art website at www.ohioart.com.

About POOF-Slinky

POOF-Slinky® manufactures the POOF foam ball line and Slinky spring toys in the United States. Over 300 million Slinkys have been sold since 1945. Slinky remains one of America's most recognized toys and continues to be a favorite for children and adults alike. Other products of POOF include the Classic Ideal construction toys and tabletop games. Visit POOF-Slinky at www.poof-slinky.com.

About Team Detroit

We combined the talents of 5 agencies, JWT, Y&R, Wunderman, Ogilvy, and Mindshare, under one roof to become the new paradigm for how an agency needs to function today, tomorrow and beyond. We have Best-in-Class talent. We are integrated, providing all aspects of communications for our clients.

RELATED LINKS

www.SlinkyVsEtchASketch.com

<http://www.ohioart.com>

www.poof-slinky.com