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**THE BATTLE OF THE CLASSICS - SLINKY® vs. ETCH A SKETCH®**

*Toy legends compete to be named favorite plaything of all time*

**BRYAN, OH – February 12, 2010** – Following decades of rivalry at retail shelves, the world famous Etch A Sketch® and Slinky® battle it out for the title of favorite classic toy of all time. Launching on February 12<sup>th</sup>, [www.SlinkyVsEtchASketch.com](http://www.SlinkyVsEtchASketch.com) will provide a forum where voters can select which of the two should be crowned winner of this fun-loving competition– and even submit light-hearted videos demonstrating why their favorite is so special to them. 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.

In celebration of their landmark anniversaries (Etch A Sketch's 50<sup>th</sup> and Slinky's 65<sup>th</sup>), The Ohio Art Company® and Poof® Slinky join forces to host this fun-loving competition that evokes memories of some of America's favorite pastimes.

"Just the mention of Etch A Sketch and Slinky seems to conjure up stories of how these classic toys were a special part of childhood for just about everyone," says Martin Killgallon, Senior Vice President of Marketing and Product Development, The Ohio Art Company. "We are excited to not only determine which one is the all-time favorite toy, but also to see what they inspire. I'm personally interested in the Etch A Sketch videos, but I have to admit I'm curious about the Slinky videos too," he adds.

Dubbed The World's Favorite Drawing Toy® and celebrated for its simplicity and ability to inspire creativity in fans young and old, the Etch A Sketch celebrates its 50<sup>th</sup> anniversary of fueling imagination in 2010. Featuring a classic red frame, two knobs and a shake-to-erase screen, the Etch A Sketch maintains the same look today as it did back in its introduction in 1960.

Celebrating 65 years of fun in 2010, the Slinky has amazed children and adults for more than half a century with its ability to travel down stairs, end-over-end, as it stretches and re-forms itself with the aid of gravity and its own momentum. Invented and developed by a naval engineer in the early 1940s, Slinky became Pennsylvania's state toy in 2003

and maintains its popularity today under the brand Poof-Slinky.

The Slinky vs. Etch A Sketch campaign was conceived and produced by advertising agency, Team Detroit, with public relations support by the full service PR and marketing firm, Southard Communications. Both Ohio Art and Poof Slinky are inviting schools, family groups, filmmakers, animators and art students all over the world to submit their videos.

“We couldn’t think of a better way of celebrating our 65<sup>th</sup> 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 – not 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 Killgallon. “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](http://www.SlinkyVsEtchASketch.com) between February 12 – July 31 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.

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#### **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](http://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 Americas 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](http://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. Because we’re able to work seamlessly to cover all aspects of communications for our clients.

#### **About Southard Communications**

Southard Communications is a nationally recognized, award-winning strategic public relations agency founded in 1994 with headquarters in New York and an office in Southern California. The agency focuses on providing superior client service, a high level of strategic counsel and an aggressive, proactive approach. Visit Southard Communications online at [www.SouthardInc.com](http://www.SouthardInc.com).