



SAN FRANCISCO

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APPLE PARK'S ORGANIC PLUSH TOYS  
COME TO LIFE IN A NEW CHILDREN'S BOARD BOOK:

*The Apple Park Picnic Pals*



*The Apple Park Picnic Pals*  
Book No. 1

October 2010

- *The Apple Park Picnic Pals* is an excellent read-aloud for young children, employing rhyming text and colorful illustrations of the characters.
- *The Apple Park Picnic Pals* gives parents and educators a visual, appealing way to engage children into a dialogue about environmental responsibility.
- Apple Park books are printed on 100% recycled paper with soy ink.

SAN FRANCISCO (October 15, 2010) — Apple Park, the eco-friendly plush toy company, debuts *The Apple Park Picnic Pals - Book No. 1*, it's first children's book in a new series featuring stories about the Picnic Pal characters and their adventures. Based on the five beloved Apple Park characters, *The Apple Park Picnic Pals* follows the story of Monkey, Lamby, Cubby, Bunny and Ducky as they learn the value of sharing, enjoying the outdoors, and trying new things together.

"Building off our successful organic plush toy line, we created a book illustrating the Picnic Pal characters to encourage a child's imagination through an engaging story. By expanding our offering to include a book, we have the opportunity to teach children important social-emotional lessons as well as provide them with safe and beautiful toys," said Susan Pate, Apple Park co-founder.

Apple Park's mission is to create unique, lovable and stimulating children's products from organic, sustainable and recycled materials. The moniker "Apple Park" represents the ideals that define the brand. "Apple" stands for a new beginning, the life cycle, nature, love, curiosity and education while "Park" references a place where people collaborate with nature for the goal of preservation and enjoyment. Through their adventures, the Picnic Pals teach children about the environment, living a healthy lifestyle and the value of friendship.

*The Apple Park Picnic Pals* retails for \$7.99, and is for children up to five years of age. The book will be available at select stores starting in October 2010. Be sure to visit [www.applepark.com](http://www.applepark.com) to find a store near you that carries the new Apple Park book series.

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ABOUT APPLE PARK: Apple Park books are made with eco-friendly materials including 100% recycled paper printed with soy ink. All Apple Park products are good for our health, our environment, our children and our future.

For more information, visit [www.applepark.com](http://www.applepark.com).