



SAN FRANCISCO

FOR IMMEDIATE RELEASE:



*Picnic Pal Bootie Collection*



*Little Bunny Picnic Pal*

- All Apple Park products are made with eco-friendly materials including 100% organic cotton, soy, hemp and silk.

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APPLE PARK FANS CAN NOW BECOME THEIR FAVORITE *LITTLE PICNIC PALS* WITH NEW BEANIE HATS & BOOTIE SLIPPERS.

SAN FRANCISCO (February 15, 2011) — Your little critter can now become their favorite Apple Park character with two new items from the eco-friendly plush toy company, humorous and cozy Picnic Pal beanies (SRP \$28) and lightweight, super soft Picnic Pal booties (SRP \$24). Just in time for spring adventures, whether indoor or out, the adorable new beanies and booties peak children's imagination, so don't be surprised if your little ducky asks for a "quacker."



*Picnic Pal Beanie Collection*

They say that good things always come in small packages. Such is the case with another new collection from Apple Park, the Little Picnic Pals (SRP \$33). These smaller versions of the beloved Apple Park Picnic Pals (Bunny, Cubby, Ducky, Monkey and Lamby) are right out of the pages of the Apple Park Picnic Pals book. Little Picnic Pals are perfect for story time or a stroll in the park, keeping your little ones engaged as they learn the value of friendship by sharing their nutritious snacks.

Each little pal comes clutching a special removable treat; Monkey clutches a banana, Bunny holds a carrot and Cubby grasps a jar of honey. Ideal for playtime and discovery, these smaller sized Little Picnic Pals also make great travel companions. Baby velcro helps the Little Pals hold their favorite treat, hang from things and hold each other's hands, paws, hoof and wings. Your little one will be captivated by the world of Apple Park where they can create their own picnics with their new little friends.



*Little Picnic Pal Collection*