

NEWS / PHOTO ADVISORY

WHO: Peapods Natural Toys in St. Paul and local toymakers

Beka, Mindware, Dundry Hill, Fairy Finery, SweetPea & Co., and YOXO.

WHEN: Saturday, November 8, 10am-1pm.

WHERE: Peapods Natural Toys
www.peapods.com
2290 Como Ave
St. Paul, Minnesota 55108

WHAT: The 2014 Minnesota Toy Fair

Celebrating Minnesota Toymakers!

In Conjunction with the American Specialty Toy Retailing Association's (ASTRA) Neighborhood Toy Store Day.



Join us to celebrate Minnesota's growing community of unique toymakers and toy designers. These earth-friendly toymakers all focus on classic open-ended toys that inspire creativity without batteries.

For the second year, Peapods Natural Toys will be hosting all of these local toymakers for a local toy fair. Toymakers will be on hand to talk about how their toys are made and share their philosophies about the importance of toys and play. It's a hyper-local kickoff to the holiday season!

This year's event will coincide with ASTRA's Neighborhood Toy Store Day, which will be celebrating local toy stores all across the country and the unique roles they play in their communities.

During the toy fair, customers can enter a drawing to win baskets of locally-made toys and Peapods will be offering double "Peapods Rewards" points for each local toy purchased.

About Peapods

Peapods Natural Toys & Baby Care is the Twin Cities' favorite alternative baby and natural toy store since 1999. Peapods specializes in locally-made, Made in USA, and European toys. Peapods was named "Best in the Cities" in 2013 by City Pages and Minnesota Monthly. Owners Millie Adelsheim and her husband Dan Marshall can be reached at 651-695-5559 or dan@peapods.com.

Toymakers in attendance:

Alison and Todd Paulson are co-owners of **Dundry Hill**, a designer and maker of felt baby mobiles in

Minneapolis. Dundry Hill was founded by Alison as a way to help support their young family. Dundry Hill mobiles are made from soft, thick and dense 100% merino wool felt from Germany. Alison is a native of Bristol, England and grew up in the shadow of Dundry Hill. Alison and Todd can be reached at info@dundryhill.com.

Beka manufactures wooden blocks, easels, train tables, and looms at their factory on Selby Avenue in St. Paul. Jamie Kreisman's family began Beka in the 1970's and he now runs it with his son Jon. Beka toys are made from sustainably farmed hard maple and are known for their durability and long-lasting play value. Jamie Kreisman can be reached at 651-222-7005 or info@bekainc.com.

Susan Berns, owner and head pixie of **Fairy Finery**, has been creating unique, high quality let's pretend dress-up clothes for girls and boys in Golden Valley for almost twenty years. Her studio's award-winning capes, hats and skirts have been a longtime Peapods staple. Fairy Finery can also be found at specialty toy stores across the country. Susan can be reached at 763-377-4511 or sales@fairyfinery.com.

Dollmaker **Donyelle Headington** of Minneapolis makes wonderfully expressive soft cotton dolls which are stuffed with locally grown wool. Her "Tiny Dolls", are a new addition at Peapods. Each of Donyelle's dolls is unique. Together, they represent a diverse community of women, men, babies, and children. Donyelle can be reached at 612-298-7122 or donyellemary@yahoo.com.

YOXO (pronounced "yock-so") is a wildly creative and durable toy made in St. Paul from recycled and recyclable wood fiber. Come, meet, and interact with the new YOXO characters, *Doon*, a rugged dune buggy, and *Flye*, a giant, protective dragonfly. Jeff Freeland Nelson, the founder of YOXO, can be reached at 651-964-1030 or mail@yoxo.com

Rachel Winter, owner of **Sweetpea & Co.** in St. Paul, creates hand printed baby onesies and handmade children's skirts from organic cotton. Rachel's designs celebrate vintage fashions and uniquely Minnesota themes such as local brewing and "Minnesota Nice." Rachel can be reached at hello@sweetpeaandco.net.

Mindware Toys in Roseville has been making high-quality educational toys since 1990. Peapods features KEVA planks and wooden puzzles by Mindware which inspire kids to think creatively. Angela Holmstrom of Mindware Toys can be reached at aholmstrom@mindware.com.

Additional local toymakers whose toys will also be featured:

In 1972, **DoodleTown's** Mike Poisson began designing and hand crafting wooden vehicles. As important then as it still is today, the toys are child safe for all ages, durable, made from sustainable northern white pine and most importantly, FUN! DoodleTown's Little Toys for Little Hands can now be found in stores from California to New York. These toys are fantastic stocking stuffers. Linda and Mike can be reached at 763-263-5123 or doodletown@sherbtdel.net.

Wood from the Hood in Minneapolis is the creation of Cindy and Rick Siewert. Wood from the Hood makes Peapods' very popular wooden growth chart, which is made from salvaged trees from throughout the Twin Cities area. Each growth chart comes with the zip code where the tree grew. Cindy Siewert can be reached at 612-581-0252 or cindy@woodfromthehood.com.

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