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KIDS ADORE HABA SAND TOYS FOR ACTIVE PLAY AT HOME OR THE SHORE

All Under \$10, Keep Little Hands Busy Digging, Building & Pretending

Skaneateles, NY (March 12, 2012) – Ever notice that some of the best things about childhood involve sand? There's sandals, sandwiches, Mr. Sandman and of course the sandbox. HABA, makers of European crafted toys that stir emerging imaginations, has added eight new sand toys to their 2012 collection in time for spring and summer playdates.



Digging in the sand never seems to lose its magic. Kids get physical, fresh air and caught up in old-fashioned fun. It's been said that kids that play with their hands focus and relax their minds much like knitting or woodworking does for adults. Sand toys like HABA's sand drill, mason's trowel or sand shaker allow little ones to daydream, build and interact with playmates nearby. Budding engineers, architects and artists may have gotten their start sitting in a big pile of sand with a few toys. How about future chefs?

Since food is never too far from a child's mind, food-inspired sand toys like pizza bakery, candies, fancy cake and even sausages (HABA's toymakers hail from Germany, after all!) have been

incorporated into their 2012 collection of active toys. Listed below are six fun items available now at specialty stores and online shops. All sand toys are designed for children ages 3 and older. Best of all, toys are priced affordably from a few dollars to no more than \$10!



Sand Candies • \$10

Like making a mud pie, here's a scrumptious way to spend a day creating candies in the sand. HABA gives kids all the tools they need including a cake plate for the final presentation to Mom! The 5-piece set includes 3 candy cutters plus a cream cutter colored in delicious pink, orange, white and chocolate brown.

Sand Snack • \$9

Give the kids an international flair with this German-inspired snack set that includes a sausage sand mold, roll sand mold, and a 7-inch serving plate. Kids can pretend to add mustard or sauerkraut. Yum!





Pizza Bakery • \$8.50

How do you like your pizza? Whip up a tomato pie with plain cheese or a few toppings. The four-piece set includes a large white pizza plate and stamps resembling mushroom, pepperoni and red pepper.



Fancy Cake Bakery • \$9

If I knew you were coming, I'd bake you a cake! Now anyone can whip up an imaginary slice of birthday cake, pie or something extra special with this sweet three-piece set. HABA toymakers didn't skimp on special touches like a serrated (but very safe) cake server in mint green. There's a clear plastic cake base and a cream cutter to let little bakers create a masterpiece.



Mason's trowel • \$2.50

When baking and eating are over, it's time to build, smooth and pat the sand into a realistic or abstract design. This large 8-inch trowel is perfectly sized for active preschool hands.



Sand Drill • \$4.90

This clever and good-looking tool really does the hard labor of digging holes close or far apart in the sand. As kids drill down into the sand, the loose sand is pulled up into the drill and stays -- making a perfect empty space when extracted. The easy-to-grip handle is designed for small hands. Top to bottom measures 10 inches.

Look for two more delightful sand toys on sale in May 2012:

Sand French Fries • \$9

Do you want fries with that? Of course! This clever yellow mold makes realistic looking french fries when pressed into the sand. Serve 'em up with the white oval bowl typically seen at fast food eateries. Kids can decide whether or not to magically add pretend ketchup.



Sand Shaker • \$3.90

Fill it up and shake, shake, shake. This dual toned sand shaker offers youngsters a physics lesson every time. Add sand and watch it pour quickly out the large spout. Or add sand and sprinkle a little at a time from the small holes. This under-\$4-wonder gives kids endless possibilities for fun and learning!

About HABA

HABA products can be found nationwide at over 1,000 U.S. specialty retail stores and in specialty catalogs and websites. Many of its products have been recognized with German and American awards including Parents' Choice, National Parenting Center, Creative Child, and Dr. Toy. HABA received Best Toys of the Year recognition from the TODAY Show Toy Test and has been featured in national magazines such as American Baby, Baby Talk, Fit Pregnancy, Parenting, Parents and Working Mother.

For more details, visit HABA's informational website at www.HABAusa.com.