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Giddy Up Reimagines Website for Children's Toys to Encourage Creative Play and Development

The creative toy company launches new site for children's toys.

ANN ARBOR, MI, June 16, 2010 **/24-7PressRelease/** -- GiddyUp, a leading [children's toy](#) company, announced the launch of an upgraded website. The site is a resource for parents seeking educational toys, creative [arts and crafts](#) and other developmental toys for their children.

The Giddy Up site highlights countless [as-seen-on-TV toys](#), craft toys, building toys, and other children's products. The company's commitment to high-quality products and encouragement of experimentation with toys is evident on the new site.

"On our website you'll find the complete lineup of Giddy Up offerings," Michelle Manning, marketing director, said. "Parents can use the site to discover more about Giddy Up coloring and creative technologies. Our mission is to bring to the world extraordinary products that transform the way kids color, create, play, and learn."

The site features several award-winning toys and crafts, including the MythBusters Weird World of Water, which earned "Toy of the Year" in Parenting Magazine, and Magic Science and Spa Science, which won "Best Holiday Toys" in Discover Magazine.

The new site also features our newest toy launch, [Fuzzoodles](#). These popular play toys allow kids to use their imagination to create critters and characters. Fuzzoodles is just another way that Giddy Up brings you the latest in creative play toys and accessories.

"The Fuzzoodles are a unique combination of arts and crafts and construction toys," Manning said. "Fuzzoodles combine colorful, bendable fuzzy noodles with features like crazy eyes and toothy smiles, along with accessories such as a bowtie and a purse. Giddy Up is proud to offer products like this, which encourage kids to be creative with products like these."

For more information about Giddy Up, visit <http://www.giddyup.com>.

About GiddyUp

GiddyUp, headquartered in Ann Arbor, Michigan, develops Wow! inspiring products, technologies and activities, with a mission to inspire the "giddyup" in kids of all ages. GiddyUp markets a wide range of children's products and brands, including: the GiddyUp licensed arts and crafts products for children, Galt branded infant, toddler, and children's toys, Scientific Explorer science-based hands-on educational products for children, and ColorLoco products, such as Blendy Pens, Sprayza, Dotza, Color Splitz and the Go Loco Value Brand of activity kits. For more information, call #734/302-4444 or visit www.giddyup.com.