



**FOR IMMEDIATE RELEASE**

**TAGGIES™ CELEBRATES 10 YEARS WITH ‘I LOVE MY TAGGIES BECAUSE...’ SWEEPSTAKES AWARDING OVER \$3,000 IN PRIZES**

*New Retailer Promotion Gives Back to Children in Need*

Spencer, Mass., February 4, 2009 – [Taggies, Inc.](http://www.taggies.com), the award-winning line of children’s products featuring patented, multi-textured, looped satin tags, turns 10 in 2009. The company is celebrating this achievement with an “I Love My Taggies Because...” sweepstakes launching February 9. Taggies is commemorating the event with retailers by donating 10% of net profits for Big TAGGIES™ purchased to its charitable giving program, Tags of Love™.

***“I Love My Taggies Because...” Sweepstakes***

To acknowledge and reward Taggies’ valued customers throughout its 10-year history, Taggies asks children to answer its “I Love My Taggies Because...” questionnaire. A child’s story will be chosen monthly at random and profiled on the Web site. That lucky winner will receive \$110 in Decade Dollars. The first 25 children to complete the questionnaire will receive a \$50 Taggies gift certificate.

On November 1, Taggies official birthday, the company will award one grand-prize from the entries with \$1,010 in Decade Dollars. Complete sweepstakes rules and entry form available at: [www.taggies.com](http://www.taggies.com).

“We can’t wait to hear how Taggies have positively impacted children’s lives through their own words,” said Danielle Ayotte, co-founder of Taggies. “We hope our Decade Dollars will be used to develop or support educational savings programs set up by the parents and care givers of our winners.”

***Taggies Gives 10% to Tags of Love™***

For 10 years Taggies products have provided comfort and visual and tactile stimulation to children worldwide. To commemorate this milestone and share its products with children in need, Taggies will donate 10% of net profits from Big TAGGIES™ purchased by retailers to Children's Hospital Boston, the current designee of the Tags of Love™ matching gift program.

“We'd like to congratulate Taggies on its 10th anniversary and thank Julie and Danielle for supporting Children's Hospital's Child Life Department through its charitable donation program,” said LaKeisha Ruley, Child Life Specialist at Children's Hospital Boston. “Taggies has made giving a part of its corporate mission since its inception. The items that we receive provide comfort and help promote development for many patients.”

“Tags of Love™ provides an opportunity for children undergoing treatment to forget about their condition for a short while,” said Julie Dix, co-founder of Taggies. “We hope that our Taggies contributions during this anniversary year will bring hope and joy into the hearts and hands of thousands of children.”

***About TAGGIES™:*** In 1999, moms Julie Dix and Danielle Ayotte co-founded Taggies, Inc. and were producing and packing their exclusive patented blankets out of their basements. Today, TAGGIES™ licensed and core product lines include blankets, plush, activity toys, interactive apparel, and books. Taggies is sold online at [www.taggies.com](http://www.taggies.com) and at more than 4,500 independent specialty shops, upscale catalogs, and premium department stores nationwide and internationally. All Taggies products are completely safety tested and meet or exceed all applicable safety standards.

For more information, contact Erin Keefe, 617-512-9498, [erin@ekeefepr.com](mailto:erin@ekeefepr.com).

###