



## **FOR IMMEDIATE RELEASE**

### **TAGGIES™ EXPANDS NATIONAL REACH FOR TAGS OF LOVE CHARITABLE GIVING PROGRAM IN 2010**

#### **Children's Hospitals Nationwide to be the Recipients of Taggies' Products that Foster Positive Emotional Development**

Spencer, Mass., August 10, 2009 – [Taggies, Inc.](http://www.taggies.com), the award-winning line of children's products featuring patented, multi-textured looped satin tags, today announced it will be expanding the national reach of its Tags of Love™ Charitable Giving Program for 2010. In 2009, Taggies donated over \$40,000 worth of product to Children's Hospital Boston.

Taggies' Tags of Love™ charitable giving program supports organizations that provide much needed care for children who are ill, have suffered a recent tragedy, or are otherwise in need. Tags of Love™ products purchased by consumers at [www.taggies.com](http://www.taggies.com) are matched by Taggies, Inc. with products of equal or greater value and donated to charity. In 2010, products will be donated quarterly to nationwide organizations chosen by the Taggies, Inc. review committee.

In addition, Taggies will be engaging its Facebook fans (<http://tiny.cc/kqjO1>) to get involved in its Tags of Love program by nominating their favorite children's organization. When Taggies' Facebook fan numbers reach 1,000, Taggies will donate \$1,000 retail value of products to one of its fan's favorite children's charities.

"In 2009 we were thrilled to share both Taggies' products and Taggies' licensee plush toys, books and apparel from International Playthings, Mary Meyer, Scholastic Books and Rashti & Rashti with pediatric patients at Children's Hospital Boston. We look forward to continuing our relationship with Children's Hospital Boston in 2010 and provide support to other organizations nationwide," said Danielle Ayotte, co-founder of Taggies, Inc. "We hope that sharing our Tags of Love™ program with our Facebook fans and asking them to nominate their favorite charities will encourage more consumers to get involved in giving back."

For further details on how to become involved in the Tags of Love Program, please visit: <http://www.taggies.com/documents/TagsofLovepolicyandapp.pdf>.

***About TAGGIES™:*** In 1999, moms Julie Dix and Danielle Ayotte co-founded Taggies, Inc., the line of patented blankets featuring multi-textured and looped tags. Focused on the whole child, Taggies products enhance early childhood emotional well being by providing tactile and visually stimulating features that soothe and entertain. Today, TAGGIES™ licensed and core product lines include blankets, plush, activity toys, apparel, and books. Taggies is sold online at [www.taggies.com](http://www.taggies.com) and at more than 4,500 independent specialty shops, catalogs, and premium department stores internationally. Find Taggies on facebook; <http://www.facebook.com/pages/Taggies/62371568478>. All 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).

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