



FOR IMMEDIATE RELEASE

Full of fun features, sigikid's brand-new activity frog just arrived in the US

Much awaited activity toy from the German toy maker debuts this Holiday season.

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Just in time for the Holidays, sigikid, the German toy maker, launches its brand-new activity frog. Outfitted with teething rings, bangles, a pull-out bee and a mirror, the frog has just the right size to be baby's favorite cuddle toy and play buddy at the same time.

With so many options to play with, parents will be happy to know that sigikid's activity toy is machine-washable – a feature, that the German company has been championing since starting to make soft and sustainable toys in 1968.



“Design, function and quality have always been the three most important aspects of our toys.”, says co-owner and CEO of sigikid in the US, Eva Frecea. “As a family owned company in the second generation, we believe in toys that promote mental and motor development from early childhood on. Our toys are made to last and to be handed down to next generation.”

ABOUT SIGIKID

sigikid was founded in Germany in 1968, backed by the belief that you're never too old to cuddle and play. The popular family-owned brand crafts **playfully different** plush toys, dolls, rattles, snugglies and music boxes from the highest quality materials with a focus on imaginative, contemporary design. sigikid offers adorable organic gifts for babies, cuddly plush toys kids will love, and a quirky designer plush line called the BEASTS for older kids and adult collectors alike.

We would be happy to send you high-resolution product photos, detailed product information or samples for your own photo productions.

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