

## sigikid Tours Across America Letting Fans Choose Where They Visit Next

Palo Alto, CA – June 18, 2015 -- Second generation sigikid owners, Lucian and Eva, have decided to expand their beloved family toy brand to the United States. Beginning where they live in San Francisco, the mom and dad business duo are travelling from coast to coast living in a custom designed teardrop trailer. This will be their home for the next three months while they make stops to see current sigikid retailers, potential new retailers, and best of all, the people they meet along the way in different cities/towns/campgrounds and more! The kitchen area in the back of the trailer has been transformed to showcase all their amazing, unique toys; they literally created a traveling trunk show! The fun part, fans can suggest where they visit next by posting on their interactive tour web page: <http://www.sigikid-usa.com/pages/tour>



So what is sigikid?

sigikid toys are very unique, one-of-a-kind plush toys that kids, teens, and even adults love. The family-owned brand with roots dating back 150 years ago officially started in 1968 in Germany with the Gottstein family. They saw an opportunity to change the look of children toys from stiff, to cute and cuddly with lifelike facial expressions – a brand trait that makes sigikid so popular.

The name came from company founder, Sigrid (her nickname is “sigi”), and her first child Axel (“kid”). Now, as a true family business, Axel continues to run the business in Germany while his sister, Eva, handles business development in the US with her husband, Lucian, and their son, Sebastian.

“In today's world, many of our daily interactions are quick-paced and short-lived. We often tend to forget one of the most important human attributes: the ability to

play. Our mission at sigikid is to bring back quality toys and the importance of playtime for all.” shares Eva Frecea, 2<sup>nd</sup> generation owner of sigikid.

From June through August, the tour will not only introduce people to sigikid toys and the incredible family behind the brand, it will raise money for [Every Mother Counts](#), an organization dedicated to making pregnancy and childbirth safe for every mother. A percentage of revenues from all toy sales will be donated to this special charity.



“We are so excited to be on the road in our custom sigikid trailer and to be raising money for an important cause. What better way to share our family-owned sigikid brand by grassroots marketing face-to-face with people we meet? All we know for sure is we are starting in San Francisco and ending in New York. The rest will be inspired by suggestions from our fans which will add a whole other element of fun and adventure!” shares Lucian Frecea.

sigikid will capture their tour by sharing photos on social media and on their website. Those who spot the sigikid trailer can snap a photo and upload it to social media with #sigikidTourUSA for a chance to win a \$100 sigikid gift card every month during the tour, and those who don’t see the trailer in person but still want to enter, can do so by sharing the provided image on the tour web page. “This way every fan can be part of the tour no matter where they are,” adds Eva.

From June through August 2015, keep your eyes peeled. The sigikid husband and wife duo will be on tour across America in one little, bright red trailer with a big

purpose, to remind people of the power of play and how powerful playing is for kids and adults!

sigikid offers a range of toy lines:

Baby World  
Cuddly World  
Activity Toys  
Sweety Collection  
Organic\* Toys  
BEASTS – designer plush toys\*\*

\*10% of online sales are donated to Every Mother Counts

\*\*Collectibles for tweens, teens and adults!

All of the toys are made of high quality materials and are machine washable and durable to be handed down in the family.



**sigikid toys are:**

- *Innovative* without being flashy
- *Classic* without being conservative
- *Prestigious* without being exclusive
- *Durable* without being hard-to-clean
- *Soothing* without being boring
- *Affordable* without sacrificing quality

Follow the tour online and suggest where sigikid goes next at <http://www.sigikid-usa.com/pages/tour> and follow on Facebook and Instagram with hashtag #sigikidTourUSA.

To set an interview with Eva and Lucian Frecea, please contact Giselle Diaz at [giselle@socialmedia22.com](mailto:giselle@socialmedia22.com) or call Tasha Mayberry at 207.317.6099. Samples are available for media features.

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