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## BEARS FOR HUMANITY SET TO RELEASE WORLD'S FIRST "SMART ORGANIC TOYS COLLECTION"

Union City, CA (October 27, 2015) – Bears For Humanity™, a Certified Organic toys and gifts company trail blazing and disrupting the synthetic toys and gifts industry is excited to announce the release of innovative, cutting-edge and interactive "Smart Organic Toys Collection" in Q1 of 2016.

[Bears for Humanity](#), the company is growing over 1800% YOY. Bears For Humanity marquee customer base includes Whole Foods Market, Hallmark stores, PETA, NPR, Zulily, Biltmore Estates and many others. The demand is staggering, and it's because the company is disrupting the market with its organic materials, social good business model and manufacturing in the US by workers from welfare to work program. Bears For Humanity pals are the *only* 100% Certified Organic Cotton/ Hemp teddy bears in the world. Plus, they are naturally antibacterial and hypoallergenic which gives parents the peace of mind they don't get from polyester plush toys!

Bears For Humanity is set to introduce Smart Organic Toys that can send and receive messages, ability to locate the toy and alert parents when missing or out of radar and more. "We want to securely connect the gift giver and the gift recipient in real time," says co-founder Vijay Prathap.

For Vijay's wife and co-founder Renju, the exciting piece is security. "As a working parent, I am always concerned about the safety of my twins. The ability to locate my child by locating my child's pet toy at any given time through my phone and get alerts if the toy is either missing or in a place other than pre-school, our local library or our home is simply a huge a peace of mind," says Renju.

The Prathaps have selected Dynepic®, a Charleston, SC-based company, to develop and manage the COPPA (Children's Online Privacy Protection Act of 1998) compliant platform for the Bears For Humanity "Smart Organic Toys Collection." Bears For Humanity "Smart Organic Toys Collection" will utilize Dynepic's first IoT Toys Platform service called iOKids™ launching in 2016. The iOKids provides a secure gateway for parents to manage their child's apps and toys allowing toy manufacturers to more easily receive verified parental consent, access a single secure repository for a parent-approved friends list, and receive play analytics so they can continue to improve their toys' play value.

"We admire what (Dynepic founder) Krissa (Watry) and her team are doing, and we want to support them and see them succeed," said Vijay. "We think it will be a win-win, and small companies need to support each other."

Watry said of the partnership, "Dynepic is thrilled to have Bears For Humanity join the Internet of Toys platform. Vijay shares a common vision on the power of connecting kids through play and we are excited to be working with his company to create smart bears together."

Prathap and his wife are huge fans of TOMS Shoes and its Buy One Give One mission, and they have modeled their business model on it. When you purchase a teddy bear from Bears For Humanity, you have the delightful task of choosing a charity – Toys For Tots, Save The Children, Semper Fi Fund, OneSimpleWish.org, Lucile Packard Foundation– because your purchase instantly doubles as a gift for a child in need!