



TIA 2017 Toy Fair New York Media Kit

Piki Piki Bike

The Fun and Functional Ride-On Bike

The Piki Piki Bike promotes confidence and improves motor coordination for toddlers and pre-schoolers, assisting in the transition to big kid bikes

One of the most memorable milestones in a child's life is when he/she pedals a bicycle for the first time. Most kids remember that thrilling moment forever and on that day a special bond is formed between child and bike that will never be broken. One of the most important decisions that parents must make is when (and how) to teach their child how to ride a bike.

The **Piki Piki Bike** by Gallo Spence Toys allows toddlers and pre-school boys and girls (18 months and older) to learn some of the most important fundamental skills, making the transition to a two-wheeled bicycle that much smoother and more fun.



Robust and durable, yet lightweight and functional, the Piki Piki Bike is the ideal first bike for toddlers and pre-schoolers (up to 70 lbs). It promotes confidence and improves motor coordination, providing real play value and a smooth transition towards "big kid" bikes. The Piki Piki Bike steers like a real bicycle and offers more independence than a balance bike. What's more, it looks like a motorcycle, so kids can emulate their heroes and are happy to join the "Piki Patrol."

There is no assembly required and it can be used both indoors and outdoors. Just open the box and your little one will be ready to ride. It weighs only 5.5 lbs and easily fits in a vehicle's trunk. It is constructed of nontoxic materials and is proudly made in the USA.

The Piki Piki Bike was created by husband and wife team Brett and Tamsin Spence who live with their three children in Austin. They were inspired by similar bikes popular with children in their native South Africa, but unavailable in the States. With a mission to promote a healthy lifestyle and independence for their children, the Piki Piki Bike was born.

The Piki Piki Bike is available in three fun colors (red, blue and pink) and retails for \$69.95.



See the Piki Piki Bike at the 2017 NY Toy Fair, Booth #4239
For more info, visit www.gallospencetoys.com



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Company Backgrounder

Gallo & Spence Toys was formed in 2014 with the initial objective of launching the Piki Piki Bike in the US market. This decision was based on the premise that no comparable toddler product existed in the United States.



Gallo Spence Toys is a family affair. It was founded by husband and wife team Brett and Tamsin Spence. They were joined by John Spence (Brett's Dad) and Frank del Gallo (Tamsin's brother in-law). The four founders have boot-strapped the company since its inception and each now serves a key role in the company's day-to-day operations: Brett Spence is the CEO/Director of Operations, Tamsin Spence is the Director of Sales, John Spence is the Director of Marketing and Frank del Gallo is the Director of Manufacturing.

One of the first goals was to find a US-based manufacturer. Gallo & Spence Toys was determined to have the Piki Piki Bike "Made in the USA."

They found R & D Molders Inc., a high-quality, fair-priced and reputable manufacturer in Georgetown, Texas. The packaging was designed by a Texas advertising agency.



Benefits of the Piki Piki Bike:

- Easy to use for toddlers and preschool boys and girls (18 months and older, up to 70 lbs)
- Provides hours of fun, both indoors and outdoors
- Teaches gliding and steering
- Improves motor coordination and exercises the lower body
- Robust and durable, providing real play value
- Encourages independence for kids — parents do not have to be involved

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