

## **FOR IMMEDIATE RELEASE**

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### **Artistic Toy Stimulates Economic Recovery**

*--Budget Friendly Assortments of Stuffed Plush Toys Stimulate Corporate PR Campaigns--*

Allentown, PA, September 29, 2008 - Artistic Toy announces today their plan to stimulate public relation campaigns of Companies by offering high quality assorted stuffed plush toys at deep discounts. The campaign is geared towards corporations that want to support charity organizations by providing smiles to as many children and adults as possible. Making a toy donation to your church, school, and other Non-Profit Organization this holiday season could generate more return on your marketing dollar than you might expect. Well run community organizations are always eager to accept donations and promote Sponsors in the press and to all their members. The term "Goodwill Marketing" or "Cause Promotion" are not new strategies for many corporations; however, more difficult to justify the investment or ROI in this woeful economy. Many companies adopt a philosophy to give when times are good and pull back when times are tough. Intuitively that is a tough philosophy to argue against; however, the community needs you more NOW than before. Ted Davies, Jr. a 28 year veteran to Promotional Products Sales and Marketing reports the Fact: 77% of U.S. consumers want companies to commit to a specific cause for a long time, instead of running short promos with several causes. That's up from 66% since 1993 as published in an article in Promo Magazine.

"Staying committed to a single cause year after year sends a strong message to your community and your customers", says Jim Socci, President of Artistic Toy. A humble gift giving campaign provides transparency and visibility that consumers can trust in while they pick up the pieces from home foreclosures, corporate corruption, and understand what this government bailout means to their family.

If the gift giving gesture is done in sincerity with a modest assortment of stuffed plush toys to those in need, you may also see an increase in new customers or better yet retention of existing customers.

Visit [http://www.artistictoysmfg.com/files/assorted\\_plush\\_toys.pdf](http://www.artistictoysmfg.com/files/assorted_plush_toys.pdf) for random assortments of stuffed plush toys available by the box ranging in size from 3” to 20”.

### **About Artistic Toy**

Artistic Toy Helps You Build Character. Artistic Toy’s plush toys are great for all types of corporate occasions, including Incentive, Brand Recognition, Education, and Business Development Programs. You can choose from a wide selection of stock toys that can be delivered with imprint in less than 15 days or Artistic Toy can build a custom Plush prototype from a picture in 24 hours. Our clients always get a high quality, highly buzz-worthy giveaway, and when they use our Create Your Own™ custom toy service, it makes an even bigger impact. Our quality and production processes are all designed to deliver on time and impress clients when they receive their stuffed plush toys.

Inspected by Helen™, Artistic Alerts, and the Perfect Match™ Systems are all in place to deliver the best stuffed plush toys for clients. Artistic Toy is distributor-oriented, and offers distributors unmatched sales support to help them win new business, support their clients, and provide sales and marketing tools that provide solutions using plush toys that outperform other advertising specialty products. Consider Artistic Toy when you want to distinguish your brand with a Character, build programs with extraordinary response rates, and deliver solutions that create a measurable return on your marketing investment.

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