



## Celebrate Earth Day with Green Toys™

It's that time of year again -- time to celebrate Earth Day with Green Toys in our 9<sup>th</sup> Annual Earth Day display contest! The official holiday is April 22nd, but we want to spread the word all month long as you **create displays in your stores featuring Green Toys, and highlighting our new OceanBound Tide Pool Set!\*\***

### **9<sup>TH</sup> ANNUAL EARTH DAY IN-STORE DISPLAY CONTEST**

Email us a picture of the Earth Day display you create with Green Toys brand products in your brick and mortar store, and win \$50 to \$1000 worth of Green Toys products for your store! Everyone who participates wins! On April 25, we'll also post an album of all qualified entrants on the Green Toys Facebook page and promote it to fans for another chance to win a prize. Check out [last year's amazing entries](#) for inspiration!

#### To Enter:

Email your Earth Day Display photo to [CONTEST@GREENTOYS.COM](mailto:CONTEST@GREENTOYS.COM) with subject line "Earth Day Display Entry," by 11:59 pm on April 22, 2019. A short explanation about your display is encouraged, but not required. Some or all of your comments may be included as a caption for your picture on Facebook. For complete contest terms and conditions, [click here](#).

#### Here's what you can win:

- GRAND PRIZE: One grand prize winner will be selected to receive a \$1000 Green Toys Inc. merchandise credit. **This display should support our OceanBound theme.\*\***
- CATEGORY PRIZES: Six (6) category prize winners will be selected to receive a \$100 Green Toys Inc. merchandise credit. The categories are:
  - Favorite Theme Display\*\*
  - Favorite Window Display
  - Favorite Store Display
  - Most Sustainable Display
  - Most Creative Display
  - Favorite Tabletop or Small Space Display
- FACEBOOK FAN-FAVORITE PRIZE: We'll post an album of all qualified entries on our Facebook page, where our fans (and yours!) can vote for a winner by "liking" the picture of their favorite display. The store display picture that has the most "likes" will receive a \$100 merchandise credit.
- PARTICIPATION AWARDS: All eligible submissions that don't receive one of the eight aforementioned prizes will receive a \$50 Green Toys Inc. merchandise credit.

#### **\*\*Theme for 2019 – OceanBound Plastic!**

We launched a special version of our Tide Pool Bath Set for Earth Day this year! The OceanBound Tide Pool Set is made with recycled plastic collected from coastlines and waterways in developing countries that is at risk of entering the ocean. Ocean plastic is huge problem, with some estimating that plastic in the ocean will outnumber fish by the year 2050! Around 80% of that plastic comes from land sources – just like these communities that lack proper recycling infrastructure. By collecting and utilizing this plastic *before* it goes into the ocean, we can help stop the ocean plastic problem at the source. Help us spread the word with your display! We've also created this [digital toolbox](#) with assets you are free to use for your store, windows, websites, or social media platforms.

#### **EARTH DAY SUPPORT FOR YOUR STORE**

If your store is celebrating Earth Day with a special event, let us know. We'll be happy to work with you in making it a success! Email [cameron@greentoys.com](mailto:cameron@greentoys.com) with specific details of how we might support you.

We look forward to seeing your creativity come to life. Here's to another great Earth Day in your stores!

The Green Toys Team