



1 Runyons Lane · Edison, NJ · 08817

FOR IMMEDIATE RELEASE

November 22, 2016

Contact Information:

GUND

Daniel Zampini

Marketing Assistant

Phone: 732.248.2639

Email: dzampini@gund.com

GUND EARNS TIA SPECIALTY TOY OF THE YEAR NOMINATION

EDISON, NJ — GUND’s popular Flappy Animated Elephant plush has been selected as a finalist by the Toy Industry Association for their prestigious 2017 Specialty Toy of the Year (TOTY) Award. Nominations were determined by industry experts including retail buyers, journalists, bloggers, trade media spokespersons, academics, and designers.

“It’s an honor to be nominated for a TOTY,” said GUND Vice President of Marketing Sally Drewes. “We’re so proud of Flappy’s positive reception in the market, and this latest industry nod would be the perfect way to close out the year.”

The TOTY nomination is the latest in a series of industry honors earned by Flappy including:

- National Parenting Product Award Winner (2016)
- Creative Child Magazine 2016 Preferred Choice Award
- Tillywig Toy Awards 2016 Top Fun Award
- Toy Shop UK Independent Toy Award Winner

Vote for Flappy at the TIA’s official contest [page](#).



Flappy the Elephant is an adorable singing animated plush with two different play modes. Press the left foot to play an interactive game of peek-a-boo, and the right to hear the song “Do Your Ears Hang Low” in a cute child’s voice.

About GUND

GUND®, a division of Enesco, LLC, is known worldwide for its top quality, soft, and huggable plush designs and gift products. Award-winning GUND products appeal to all ages, from infants up, and are perfect for both play and collecting. The 118-year old company is based in Edison, New Jersey, and distributes throughout the United States and Canada as well as in Europe, Japan, Australia, and South America. GUND products may be found in gift, specialty, toy, book, museum, and department stores as well as many other retail outlets. To find your nearest retailer or to purchase directly please visit www.gundbusiness.com.

About Enesco

Enesco, LLC, is a global leader in the giftware and home and garden décor industries. Serving more than 44,000 customers worldwide, Enesco distributes products to a wide variety of specialty card and gift retailers, home décor boutiques, mass-market chains, and direct mail retailers. With subsidiaries in the United Kingdom, France, Canada, and Hong Kong, Enesco serves markets operating in Europe, the Americas, Australia, and Asia. The company’s product lines include some of the world’s most recognized brands including Heartwood Creek® by Jim Shore, Foundations®, Our Name is Mud®, GUND®, Boyds®, Department 56® Villages, Country Artists®, Walt Disney Classics Collection®, Disney Traditions™, Border Fine Arts™, Cherished Teddies®, The Trail of Painted Ponies®, and Lilliput Lane®, among others. Further information is available at www.enesco.com.