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P.L.A.Y. Introduces New Line of Garden Fresh and ECO P.L.A.Y. Plush Toys

"Deliciously Soft" vegetable, fruit and bone shaped toys join P.L.A.Y.'s award winning line

SAN FRANCISCO, July 2012 - [P.L.A.Y. \(Pet Lifestyle and You\)](http://www.petplay.com), is proud to announce the launch of a new line of "deliciously soft" plush toys! Made from the same furniture grade fabrics and eco-friendly filler as its award winning pet beds, the new toys are available in six tasty styles. The Garden Fresh line features vegetables and fruit shapes, and includes a yummy dog treat recipe with each toy. The plush ECO P.L.A.Y. Bones are made using some of P.L.A.Y.'s best-selling Lounge Bed designs. Each toy has a squeaker inside, perfect for hours of rambunctious fun.



"Our new plush toys are treats that you won't feel guilty about indulging your pet with" said founder Deb Feng "These are veggies your pet will be begging for!" Top quality materials such as velvet and micro-suede paired with hand-made craftsmanship, a double layer exterior, and a double-stitched edge will ensure long lasting durability. Like all P.L.A.Y. products, the toys are eco-friendly and filled with PlanetFill® filling made from certified-safe, 100 percent post-consumer recycled plastic bottles. Each can be tossed in the washer and dryer for easy cleaning.

The new Garden Fresh toys include five different shapes; Apples, Carrots, Peapods, Pumpkins, and Zucchini's, and will be sold for \$6.90-\$13.50 each or as a set for \$39.90. The ECO P.L.A.Y. Bones will be available in nine different colors at \$8.90 for small or \$10.90 for medium. All of the plush toys will be available online at www.petplay.com and in select boutiques beginning in September 2012.

About P.L.A.Y.

P.L.A.Y. (Pet Lifestyle and You) is a young San Francisco-based company redefining the pet bed experience. Unable to find the perfect bed for their picky pug Momo, founders Will and Deb set on a mission to create beds that are not only comfy for pets, but also stylish for their owners AND better for our planet. Partnering with artists from San Francisco, New York and Los Angeles, P.L.A.Y. creates exclusive and stylish eco-friendly pet beds. To view P.L.A.Y.'s Artist and Original Collections, visit www.PetPLAY.com.

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