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SHARE A CARE BEAR TODAY!

Singapore – 27 December 2010 – Singapore based toy design and manufacturer, Play Imaginative, teams up with American Greetings to introduce the Care Bears: Share-A-Bear Series.

“Play Imaginative is proud to work with American Greetings on this special project. Having grown up with the Care Bears ourselves, we recognize the values they bring to children and adults alike; and the best way to spread that love, is to share a Care Bear,” Mr. Jacky Teo, Business Development & Marketing Director at Play Imaginative commented.

Care Bears is a timeless brand that has been well loved by many generations. Play Imaginative brings a new way of spreading the Care Bear love, the Share-A-Bear Series.

Care Bears: Share-A-Bear Series



Care Bears Share-A-Bear Series

Show you care by sharing a Care Bear!

Step 1: Pick a Care Bear

Step 2: Write your message

Step 3: Share your Care Bear & make someone happy!

From “Always There Bear” for your Mother and “Best Friend Bear” for your friends, to “Thanks-A-Lot Bear” for your teacher and “Love-A-Lot Bear” for that special someone, you will be sure to brighten anyone’s day.

With 34 Care Bears to choose from, there is a message for everyone.

#END#

About Play Imaginative Pte Ltd

<http://playimaginative.com>

Singapore-based Play Imaginative is dedicated to toy and character designs of the highest caliber and aims to be Asia’s premier producer and retailer of limited edition art toys, mass market toy-related products, and designer lifestyle products.

The team endeavours to be at the forefront of avant-garde design concepts by bridging the gap between art, graphic and product design, pop culture, as well as a variety of products and services.

Play Imaginative Pte Ltd

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