



## **PETITBOO™ LAUNCHES TO DEVELOP TOYS AND CLOTHING THAT ENCOURAGE KIDS TO THRIVE**

**ANAHEIM, CA – August 12, 2013** – PetitBoo™ is a new company developing toys and clothing that make a difference by encouraging kids to THRIVE – to be Tranquil, Healthy, Real, Imaginative, Vivacious, and Enthusiastic. The company's first product, HopStic™, is a modern, environmentally friendly, made-in-the-USA take on the forgotten playground favorite Chinese Jump Rope.

Started by Geraldine Tait, a 40-year-old businesswoman and mother of three girls (with two more stepdaughters), PetitBoo™ believes today's youth needs to be given the opportunity to enjoy their childhood. "Children must be permitted to fully live and experience each step of their childhood. By keeping their brains engaged and their bodies in shape, we as parents can optimize this critical phase of their development," Tait states.

Geraldine believes strongly that our task as parents is to help children remain children for as long as they will naturally let us. This should translate through both the games they play and the clothes they wear.

The name "PetitBoo™" closely relates to a favorite French term of endearment for children, "Petit Bout (de Chou)" which means literally "cute little piece of cabbage" or "little cutie."

"PetitBoo™ toys and clothing are designed to create friendships that last a lifetime and memories that can be passed on from generation to generation," she said.

PetitBoo's first product is HopStic™, a modern version of Chinese Jump Rope, a classic game played by three or more participants with the goal of performing a specific combination of jumping maneuvers. The game encourages exercise while allowing children to have direct social interaction and fun with their friends. The name "HopStic™" is a whimsical combination of the words "Hop" and "Elastic".

"I started with HopStic™ because I remembered the hours of fun I had as a child in France playing on the playground and in our neighborhood with my friends. With all the formal play-dates and scheduled activities being set up for them these days I feel kids today are missing out on the freedom and wonder of being a child."

HopStic™ was designed and is made in America using materials and labor sourced only in the U.S. In an effort to be environmentally responsible, the high quality, braided elastic rope contains natural rubber and comes in a 100% US Cotton, biodegradable and repurposable pouch. There is no plastic or paper packaging.

“I think it’s important that as a consumer society we be responsible about where our products come from and what kind of impact they have on our world. By sourcing everything in the U.S. we are supporting the local economy, creating jobs, and reducing our carbon footprint.”

HopStic™ currently is available in nine colors: Royal Blue, Classic Red, Fluorescent Orange, Fluorescent Green, Deep Purple, Lilac, Teal, Fluorescent Yellow, and Fluorescent Pink. The Manufacturer’s Suggested Retail Price is \$6.95. HopStic is available exclusively online at [www.hopstic.com](http://www.hopstic.com), eBay.com, Amazon.com, and soon in select toy stores across the USA.

Inquiries can be directed to [info@HopStic.com](mailto:info@HopStic.com), or by telephone to 248-539-1765. # # #