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**TEDDY RUXPIN JOINS CHILD ADVOCACY ORGANIZATION TO
CELEBRATE NATIONAL LOVE OUR CHILDREN DAY**

*Teddy Ruxpin and Love Our Children USA Work to Promote the Wonders of Childhood
and to Protect Children*

Milford, NH and New York, NY – March 2006 - On Wednesday, March 29 at 10 AM, two shining stars will join together to announce the third annual National Love Our Children Day, to take place this April 1st. Teddy Ruxpin, the original animated storytelling toy, and ABC TV's *All My Children* star and father Cameron Matthison, will announce the special day at the Children's Workshop School, P.S. 361, 610 East 12th Street in lower Manhattan.

National Love Our Children Day, similar to Mother's and Father's Day for kids, is a day to honor children, strengthen families and raise awareness for efforts to protect children. It is an initiative of Love Our Children USA, the leading national non-profit organization that honors, respects and protects children. The event receives an annual proclamation from Mayor Michael Bloomberg calling for the first Saturday of each April to be Love Our Children Day.

"Teddy Ruxpin's gentle message of love and friendship makes him the perfect ambassador for a new generation of children," says Helen Hames, Director of Marketing for BackPack Toys, the company responsible for bringing Teddy Ruxpin back this year. "We are proud to partner with Love Our Children USA to celebrate this important day to honor the most precious people in the world: our children," Hames concludes.

A special recording by Teddy Ruxpin is posted on the loveourchildrenusa.org and teddyruxpin.com Websites. The message recognizes Love Our Children USA for its work in keeping the world safe for children and April 1st as "a day to say we love you" to children worldwide.

"We would love to see every parent understand that there is nothing more powerful than the realization that their children need their love and nurturing," said Ross Ellis, Founder and Chief Executive Officer of Love Our Children USA. "This day was created to acknowledge the value of children and the importance of giving them a healthy start in

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helping them to be healthy, happy, responsible adults. By giving children three essential elements: *love, protection* and *respect*, we give our children the confidence and self-esteem they need to become strong and fit adults. We cannot think of better stars to support this special day than Teddy Ruxpin and Cameron Matthison.”

Teddy Ruxpin, the original animated storytelling toy, was the number one selling toy in 1985 and 1986 when millions of Teddys sold worldwide. Teddy Ruxpin will be in stores nationwide in 2006.

For more information on Teddy Ruxpin or Love Our Children USA, please visit www.teddyruxpin.com or www.loveourchildrenusa.org.

About Backpack Toys, Inc.

Based in Milford, New Hampshire, Backpack Toys Inc. is a subsidiary of Backpack Toys Intl (HK) Ltd. Backpack Toys Inc.'s focus is the market development and marketing of Teddy Ruxpin and related products covered under a worldwide exclusive licensing agreement with Alchemy II, Inc. Backpack Toys Intl (HK) Ltd is responsible for the manufacturing of Teddy Ruxpin. For more information call 603-459-2116 or visit www.teddyruxpin.com.

About Love Our Children USA

November 2005 marked the beginning of Love Our Children USA's seventh year as the leading national nonprofit organization that honors, respects, and protects children. As a voice for children, it celebrates them and the loving relationships we should have with them. Its mission is to *break the cycle of violence against children*. It works to enable child success by eliminating behaviors that keep children from reaching their potential. It redefines parenting by promoting positive changes in parenting and family attitudes, along with behaviors and prevention strategies through public education campaigns. Love Our Children USA works to empower and support children, teens, parents and families through information, resources, advocacy and online youth mentoring. Its goal is protecting children and strengthening families ...its message is positive – one of prevention and hope.

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