Tag your child’s teddy before travelling this Summer

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This summer, before the holiday season commences, Alice's Bear Shop are starting a national campaign to encourage parents to tag their child's teddy before travelling. As many parents will know, when adventurous teds and toys go exploring without their human and get a little lost, it can be extremely traumatic for parents, child and, of course, teddy! The small company, based in Lyme Regis, Dorset have created Teddy Tags (£8.99rrp) which providea simple yet effective way to help travelling teds find their way back home.

Teddy Tags are simple. Each pack contains 10 satin tags, a Pilot Laundry Tech pen and a fun filled page of adventure ideas for child and ted. Each little tag in the pack provides space to write a contact phone number and is printed with the words:-

I am someone's special friend.

If I look lost, please let them know on

……..

Once the number has been written on the tag, it is sewn onto the cuddly enabling anyone who finds the lost toy to easily contact the owner.

Alice's Bear Shop decided to create Teddy Tags due to the number of distressed parents who contact their seaside shop (which also houses a teddy bear hospital!) each year following the disappearance of their child's special ted.The shop's owner, Rikey Austin, says "We know a child's special toy can never be replaced, no matter how similar they look to the original.The answer simply has to be to re-unite toy with child and to start a national campaign to tag your teddy".

Like all brilliant ideas, Teddy Tags are simple. No bells and whistles, just a simple and cost effective way to keep priceless companions safe.

Teddy Tags (£8.99rrp) have been designed and produced in England and have been sold throughout the UK online and in independent teddy bear and gift shops since March 2015.

- ENDS -

For further press information and images, please contact Becky Lewis or Rikey Austin on info@alicesbearshopuk.com or phone on 01297 444589.Website: www.alicesbearshopuk.com

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