



Celebrate Earth Day with Green Toys™

It's spring! And that means it's time to celebrate Earth Day with Green Toys! We treat every day like its Earth Day, but April 22nd is the official holiday, and we want to celebrate with YOU. If you are a Green Toys Retailer, join us for Earth Day and participate in our 6th Annual Earth Day In-Store Display Contest. **This year's theme is "Play Unplugged," and encourages you and your customers to take the Green Toys #PledgetoPlay.****

6TH ANNUAL EARTH DAY IN-STORE DISPLAY CONTEST

Email us a picture of the Earth Day display you create with Green Toys brand products in your brick and mortar store, and win \$50 to \$1000 worth of Green Toys products for your store! Everyone who participates wins! On April 25, we'll also post an album of all qualified entrants on the Green Toys Facebook page and promote it to fans for another chance to win a prize. Check out [last year's amazing entries](#) for inspiration!

To Enter:

Email your Earth Day Display photo to CONTEST@GREENTOYS.COM with subject line "Earth Day Display Entry," by 11:59 pm on April 22, 2016. A short explanation about your display is encouraged, but not required. Some or all of your comments may be included as a caption for your picture on Facebook. For complete contest terms and conditions, [click here](#).

Here's what you can win:

- **GRAND PRIZE:** One grand prize winner will be selected to receive a \$1000 Green Toys Inc. merchandise credit. **This display should support our Play Unplugged theme.****
- **CATEGORY PRIZES:** Four (4) category prize winners will be selected to receive a \$200 Green Toys Inc. merchandise credit. The categories are:
 - Best Window Display
 - Best Store Display
 - Most Sustainable or Educational Display
 - Most Creative Theme Display**
- **FACEBOOK FAN-FAVORITE PRIZE:** We'll post an album of all qualified entries on our Facebook page, where our fans (and yours!) can vote for a winner by "liking" the picture of their favorite display. The store display picture that has the most "likes" will receive a \$200 merchandise credit.
- **PARTICIPATION AWARDS:** All eligible submissions that don't receive one of the six aforementioned prizes will receive a \$50 Green Toys Inc. merchandise credit.

****SPECIAL THEME FOR 2016!!**

This year's theme is Play Unplugged, and supports our #PledgetoPlay campaign. For one hour each day, from Earth Hour (3/19) through Earth Day (4/22), we're asking our community to pledge to turn off their technology and turn towards each other for good old-fashioned playtime. So while families are making quality connections with one another, they're also saving energy, which we all know is important for protecting the planet. We encourage you to bring this message to your stores and customers through your display, and we've put together a [social toolkit](#) to help you get started.

EARTH DAY SUPPORT FOR YOUR STORE

If your store is celebrating Earth Day with a special event, please let us know. We'll be happy to work with you in making it a success! Email cameron@greentoys.com with the details of how we might support you.

We look forward to seeing all of your creativity come to life. Here's to another great Earth Day in your stores!

The Green Toys Team