

## **Playmobil and Magformers Among Top-Selling Kids Toys @ BigSmileToys.com**

*BigSmileToys.com features the season's best-selling holidays gifts and free UPS ground shipping with \$50 purchase or more*

December 18, 2009 (FPRC) -- BigSmileToys.com, a leading online toy store, today announced that it is offering free shipping on all purchases of \$50 or more during this busy holiday shopping season. A one-stop online shop for all the season's most sought after toys, BigSmileToys.com offers customers an extensive selection of dolls, play sets, games, educational toys, collectables and much, much more, without having to brave the cold weather and busy malls that come hand-and-hand with the holiday season.

"Even with the rough economy, consumers are still flocking to the malls to find the perfect gifts for the holiday season," says Steve Scartozzi, president BigSmileToys.com. "Unfortunately, thanks to the crowds and bad weather, mall shopping can be anything but jolly this time of year. To help our customers stay warm and far from the stresses of mall shopping, BigSmileToys.com is offering free UPS ground shipping on any purchase of \$50 or more. We like to think of it as our holiday gift to our loyal customers."

BigSmileToys.com offers a wide variety of the most beloved, hottest-selling gifts that will be sure to satisfy even the most discerning children. Whether a child wants to be a Viking, a pirate, or an explorer looking for treasure in an ancient Egyptian Pyramid, BigSmileToys.com offers a Playmobil play set to suit their imagination. Introduced in Germany during the International Toy Fair in 1974, the expertly crafted, long-lasting Playmobil play sets have become a beloved part of childhood and provides hours of imaginative playing. Customers can find a full selection of Playmobil products offered at BigSmileToys.com.

For little architects, BigSmileToys.com features a full selection of the hottest magnetic building play sets. One of the best selling toys this holiday season, Magformers magnetic building sets utilize the power of magnets to inspire a child's creativity and imagination. Both fun and educational, each Magformers building set allows children to build, and easily take apart, 3-D designs such as hexagons, pentagons, and even cruiser cars. Magna-Tiles, a new, magnet-building playset is another popular selection. All sides of the flat, clear, multicolored tiles are magnetized, allowing children to explore the depths of their own creativity and imagination.

Based in suburban Philadelphia, BigSmileToys.com features an extensive line of children's toys, games, books, plush animals and dolls, puppets and even sporting equipment. With more than 48 years of experience, BigSmileToys.com operates on the idea that fun + learning = smiles, and offers products which follow these principles. Learn more and search for products at [www.bigsmiletoys.com](http://www.bigsmiletoys.com).

Just enter the promo code BF1109 at checkout and enjoy free shipping on all the best-selling gifts of the season, with \$50 or greater purchase.

About BigSmileToys

BigSmileToys.com is the online division of a Philadelphia-area retail store with more than 48 years of experience in the toy and gift business. Voted best toy store in the Western Main Line for eight

consecutive years, BigSmileToys.com also has been named best toy store in Chester County by Philadelphia Magazine. BigSmileToys.com is an authorized dealer of Madame Alexander Dolls, Calico Critters, Breyer Horses, Mighty World Toys, Magformers and Playmobil Toys, to name a few. As a 5-Star Featured Dealer with Amazon.com, customer satisfaction is a priority with the company. For more information or to purchase kids toys, please visit [www.bigsmiletoys.com](http://www.bigsmiletoys.com).

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