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## Arttogo Named 2008 Best New Kids' Product

MADISON, Wis. (May 11, 2008) Arttogo LLC is pleased to announce its new line of eight Arttogo Kits received the Best New Kids' Product Award at the 2008 International Art Materials Trade Association (NAMTA) Trade Show in Reno.

Arttogo was founded in 2006 by Forrest Espinoza of Madison, Wisconsin. Espinoza was looking for a way to introduce more art into her son's lives, but she was unable to find kits that used quality materials to make beautiful objects. Most mainstream kits for kids used plastic and other synthetic components, and were intended for single, pre-designed projects.

"My idea was to provide families with quality art supplies so they would be able to have an enjoyable experience together. For me, it was all about bringing parents and kids together to create something really beautiful," said Espinoza.

Arttogo Kits are an eco-friendly and thoughtfully developed alternative to common art and craft kits. All Kits are assembled in the USA using safe materials. Jewelry wire and marbles are made in the USA. Handmade paper is imported from India and Thailand. Handmade 100% Wool Felt Shapes are imported from Nepal.

Arttogo kits are open-ended art projects, so the possibilities are endless. Kits contain idea sheets to get the creative juices flowing, but the end result is a unique, one-of-a-kind piece of art. Artists are encouraged to personalize projects by using some of their own materials and by infusing their own imaginative ideas.

The International Art Materials Trade Association (NAMTA) is the largest trade association dedicated exclusively to promoting the art materials industry. For more information on NAMTA, visit their website at [www.namta.org](http://www.namta.org) or call 704/892-6244.

Arttogo LLC located in Madison, Wisconsin, is the manufacturer of Arttogo Kits. For more information visit the website at **\*[www.myarttogo.com](http://www.myarttogo.com)\*** or contact Forrest Espinoza at 608-213-0221; Email: [forrest@myarttogo.com](mailto:forrest@myarttogo.com).