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FOR IMMEDIATE RELEASE

ASTRA Excellence Awards Announced!

The Orb Factory Limited wins prestigious award

[HALIFAX, NS - JUNE 6TH] The Orb Factory Limited, a Canadian designer and manufacturer of innovative toys, is thrilled to announce its newest award win; the Manufacturer Excellence Award from ASTRA.

The Orb Factory Limited is proud to have won this coveted award and thanks the ASTRA Members and the ASTRA Awards Committee for this honor. This is the second year The American Specialty Toy Retailing Association, ASTRA, has hosted their Excellence Awards. This year the Awards Committee asked for the Members help not only in nominating the ASTRA Manufacturers, but picking the winners!

ASTRA, during their announcement, congratulated “winners, who have achieved the highest level of service and commitment to growth in the Specialty Toy Industry.”

ASTRA was founded in 1992 and has since become a leading voice and trusted source in the specialty toy industry. According to their mission, they were “founded to bring members of the industry together to help each other succeed.” They are now the largest association for companies in the toy and children’s products arenas, with more than 1,000 members.

The Orb Factory Limited is honored to be singled out by ASTRA as a company that provides safe, fun and educational toys for children all over the world.

The Orb Factory Limited will be releasing brand new products for the summer, including new products in the popular SparkleUps™ and StoryCraft™ lines, brand new Sticky Mosaics® kits, fabulous Stick’n Style® purses and even more sparkly jewelry boxes! The Orb Factory Limited will also be releasing the first Curiosity Kits® products. Look for this range of creative projects made to fulfill a child’s natural need for discovery, self-expression and curiosity!

The Orb Factory Limited, celebrating its 20th anniversary in 2011, is a leading specialty toy company known for its popular brands, including Curiosity Kits®, Sticky Mosaics®, My First Sticky Mosaics®, StoryCraft™, Stick ’n Style™, SparkleUps™, Magnetic Mosaics® and Color Cubes®.

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