

HippyChick Scoop Nine Top Honours at Practical Pre-School Awards



HippyChick, renowned for championing new and innovative toys and nursery items, has scooped an impressive nine top honours at the prestigious Practical Pre-School Awards 2008; five Golds and four Silvers. The results were announced at an Awards ceremony at Roehampton University on Friday 12th September.

The Practical Pre-School Awards are an important part of the calendar and involve products being tested by independent testers in different child care settings. Each product is taken on its own merit and is evaluated on many aspects of learning through play or childcare. In its 9th year it received over 240 entries, its largest ever, and used 60 testers in these hotly contested awards.

Winning Gold

HippyChick Mattress Protectors: This range of waterproof Mattress Protectors take a much needed, but also much maligned product and transform it into a comfortable, soft, undetectable piece of babies and children's bedding. Soft, breathable, absorbent and 100% waterproof, these machine-washable flat and fitted bed protectors are a great natural alternative to sweaty plastic undersheets, giving adult and child peace of mind and a better night's sleep. They are made of pure brushed cotton, with a waterproof but breathable polyurethane layer which also acts as an anti allergy barrier.

Baby Sense Book: The best-selling book, Baby Sense, reveals that the answer to the most common concerns of parents in their baby's first year lies in a baby's sensory world. A baby's response to his sensory world is the key to having a baby who is happily awake, learning from his world, or falling asleep with ease and sleeping peacefully for long stretches.

Baby Sense Feeding Shawl: Part of the Baby Sense range of best-selling books and associated products, this Feeding Shawl is a 100% cotton discreet feeding blanket. It provides the quiet space young babies need to feed. It is made from fully breathable fabric with a specially designed weighting feature to keep it on your shoulder. It simulates a calm womb world in which a baby can feed without interference from the busy world.

Clevamama Soother Tree: The Soother Tree allows you to sterilise up to six soothers in 90 seconds using the speed and convenience of a microwave. It creates a compact home for soothers and with its transparent lid you will always know how many soothers you have on hand. Health professionals recommend sterilisation for babies up to 12 months.

Planx Wooden Building Blocks: This seriously addictive product encourages creative play and helps children develop hand eye coordination, dexterity and reasoning. These finely balanced, precision-made wooden blocks can be used to build the simplest or most complex of structures from towers to boats and castles to bridges. Suitable for ages 3 – 103 years!

Winning Silver

Hippychick Hipseat: Specifically designed to address one of the root causes of adult back pain, the Hipseat provides a firm shelf for the child to sit on and supports their increasingly heavy weight from underneath. Instead of twisting the spine, the back stays straight and the child is tucked into the chest on whichever side is most comfortable for the wearer, providing comfort and security for both adult and child.

Wheelybugs: The adorable Wheelybugs with their ultra simple lines, cute looks and vibrant designs instantly stand out in a sea of plastic, and their sturdy wooden frames can withstand any amount of robust love and fun. The now iconic 'Bugs' come in two sizes and are handmade multi-directional ride-on toys. They are fantastic for developing co-ordination, balance, gross motor skills and spatial awareness in toddlers and provide endless fun for older ones. Available in five styles; the Ladybird, Bee, Cow, Mouse and Tiger.

Junior Tradesman: Each robust mini construction kit comes with real clay bricks, special non-toxic cement mix and a no mess sheet, with a ground plan already outlined on it. They teach children basic building skills – mixing cement, laying bricks, building walls and constructing, as well as demolishing, a building. The brick mix makes it possible to build, break-down and rebuild again and again – without the need to invest in more bricks - so it does not need to be perfect first time.

Kiddimoto: These uber-cool wooden trainer bikes are specifically designed without pedals or stabilisers. Children graduate from keeping feet on the ground and pushing, to scooting along with feet off the floor as they gain confidence and learn balance and co-ordination. Imaginatively styled as Scrambler or Superbikes, they are a colourful and natural high energy toy.

Julia Minchin, Founder of **Hippychick**, had this to say, “We are absolutely over the moon with these awards. We take product selection very seriously, in fact our own children frequently act as testers for us, and it is great to get such fantastic feedback on products that we care so much about.”

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