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New Doodle-Track Car Set Wins Multiple Awards

Online Component Encourages Creativity

Hoboken, NJ (September 2009) – Daydream Toy is proud to announce that the new **Doodle Track Car™ Set** is the winner of the 2009 Oppenheim Toy Portfolio Platinum Award and the 2009 Creative Child Seal of Excellence. The **Doodle Track Car** is more than just a race set...it's a craft activity that encourages children to be creative!

The **Doodle Track Car™ Set** uses unique patented technology to follow any line that YOU draw! This little blue or red sportscar will follow the twists and turns on a track YOU design with any black crayon or marker...like magic! And what makes this new set extra special is the online component that allows you to design and print your own customizable racetracks. All activities may be found at www.doodletrackcar.com.



It Daydream's NEW #256 **Doodle Track Car™ Set** includes: Doodle Track race car, stick-on decals to customize your car, Play Mat, & official Doodle Track marker. Requires 2 AAA batteries. MSRP: \$15

Daydream Toy believes that anything can be child's play. Daydream Toy strives to create original toys that challenge and inspire both children and adults.

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Anything is possible in a Daydream...