



**FOR IMMEDIATE RELEASE**

**TAGGIES™ DONATES OVER \$45,000 WORTH OF PRODUCT TO  
CHILDREN'S HOSPITAL BOSTON**

***Facebook Fans Select St. Jude Children's Research Hospital  
as Favorite Charitable Organization***

Spencer, Mass., February 9, 2010 – [Taggies, Inc.](http://www.taggies.com), the award-winning line of children's products featuring patented, multi-textured, looped satin tags, announced today its charitable giving results for 2009. Its Tags of Love™ matching gift program donated over \$40,000 worth of product to Children's Hospital Boston. Last year Taggies celebrated its 10th anniversary by creating a Big TAGGIES™ retailer campaign that enabled the company to donate an additional \$7,500 worth of product to Children's Hospital Boston.

Taggies' Tags of Love™ charitable giving program supports worldwide organizations that provide much needed children's care. Consumers purchase products at [www.taggies.com](http://www.taggies.com) to donate, and Taggies, Inc. matches each purchase with products of equal or greater value.

In 2009, Taggies engaged Facebook fans to become involved in its Tags of Love™ program by nominating a favorite charity to receive product donations. When fan numbers reached 1,000, Taggies donated \$1,000 worth of products to its fan's favorite, St. Jude Children's Research hospital in Memphis, Tenn.

***Taggies Consumers Support Haiti Relief Effort***

Until February 22<sup>nd</sup> Taggies is donating its Tags of Love™ matching gifts to Haiti relief efforts. Taggies products will be given to Kids in Distressed Situations, Inc. (K.I.D.S.). K.I.D.S. has worked in Haiti through various partners since 1995, maintaining a constant presence and providing supplies to vulnerable children.

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## Taggies Announces Tags of Love™ Donations for 2009

"We are proud to donate Taggies to Children's Hospital Boston and St. Jude Children's Research Hospital and are thankful to our consumers for supporting us," said Danielle Ayotte, co-founder of Taggies. "We partner with national organizations as well as local programs to provide comfort and joy to children in difficult situations. Locally, Taggies were just donated to Baby's Breath Crisis Nursery in Leicester, Mass., which provides a safe, secure and consistent environment for at-risk children during periods of family crisis."

***About TAGGIES™:*** In 1999, moms Julie Dix and Danielle Ayotte co-founded Taggies, Inc., the line of patented blankets featuring multi-textured and looped tags. TAGGIES™ licensed and core product lines include blankets, plush, activity toys, apparel, and books. Taggies' products are sold at [www.taggies.com](http://www.taggies.com) and at more than 4,500 independent specialty shops, catalogs, and premium department stores internationally. All products are completely safety tested and meet or exceed all applicable safety standards. Visit us on Facebook: <http://www.facebook.com/pages/Taggies/62371568478>.

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