



## **PLASMACAR Wins Major U.S. Toy Award; Hits the Road to Astra Toy Fair in Orlando**

*PLASMACAR Wins Major U.S. TOY AWARD; Hits the Road to ASTRA TOY FAIR in Orlando - Distributor invites you to take ride-on toy for a "test drive"!*

Ottawa, ([PRWEB](#)) May 12, 2005 -- There's a new car hitting the road in America during the 2005 model year. This car has just won a major American award for being an innovative and fun ride. However

· This car won't be zipping around the track at Daytona or featured at auto shows in Detroit.

· It won't be praised in car magazines for its speed and aerodynamic shape.

· You won't hear people worrying about its maintenance costs or its miles-per-gallon.

But the PlasmaCar is setting records among its drivers ~~from ages~~ <sup>for children</sup> 3 to 12!

The PlasmaCar is a new ride-on toy that harnesses the natural forces of inertia, centrifugal force, gravity and friction to drive on a smooth, flat surface. No batteries, no power-cells, no liquid fuel ~~that~~ <sup>the</sup> most inexhaustible of energy sources, kid-power! The Oppenheim Toy Portfolio has recognized these innovative qualities by awarding PlasmaCar with the Oppenheim Toy Portfolio Gold Seal Award (2005).

"We are delighted PlasmaCar has received this Award", says Timothy Kimber, President of PlaSmart Incorporated that distributes the toy in the United States. "It's great PlasmaCar is recognized as a safe and fun toy by the only independent American consumer review of children's media. This Award is further proof of what kids and their parents have been telling us - they cannot get enough of PlasmaCar! It's sheer fun rolled up in one zippy vehicle!"

Next stop for PlasmaCar is the American Specialty Toy Retailing Association (ASTRA) toy fair to be held at the Royal Pacific Loews Hotel (6300 Hollywood Way, Orlando, Florida) on May 12-15, 2005.

"PlasmaCar will be at Booth 421 of the ASTRA Toy Fair", says Mr. Kimber. "We invite parents, kids and toy retailers to stop by, kick the tires and take PlasmaCar for a test drive!"

For more information, contact Timothy Kimber, President of PlaSmart Incorporated by telephoning 1-877-289-0730 (toll-free office number) or (613) 862-9370 (cellphone), sending an e-mail to [plasmart@rogers.com](mailto:plasmart@rogers.com) or going to [www.plasmacar.com](http://www.plasmacar.com). Learn more about the Oppenheim Toy Portfolio and the ASTRA toy fair by visiting [www.toyportfolio.com](http://www.toyportfolio.com) and [www.astratoy.org](http://www.astratoy.org).

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