



## **Plasmacar Named to Canadian Toy Association 'Hot' List!**

*Ride-on toy in great demand this season, says distributor.*

Ottawa ([PRWEB](#)) November 17, 2004 -- The PlasmaCar, a revolutionary new riding toy distributed by PlaSmart, Inc., has been named one of The Canadian Toy Association's annual "Hot Toys of the Holiday Season." The association is making the list available through its website, <http://www.cdntoyassn.com/vehicles.htm>, to help families and friends choose Christmas presents every child will love.

To select the approximately 80 toys for the site, the association members were asked to identify top sellers and toys that were already in demand. The PlasmaCar, also received a FIVE STAR rating from What's UP Kids Family Magazine, 2004 Toy Guide and has been flying off the shelves across the country.

"We're overwhelmed with the response about the PlasmaCar," said Tim Kimber, president and CEO of PlaSmart, the toy's distributor. "We're encouraging retailers to place their orders as early as possible because the demand has been so great. Some stores have already sold their holiday order and are re-ordering! We're doing everything we can to keep up with the demand and help make every child's dream come true this Christmas."

With no batteries, gears, pedals or electrical parts, the PlasmaCar reaches speeds up to 10 km/h and can be ridden indoors or out. The toy features an innovative design and simple operation that makes it easy for kids to use. "The power comes from turning the steering wheel continuously from left to right," Kimber said "The PlasmaCar can easily go forward and backward, and steering is a snap. The maneuverability is amazing." The PlasmaCar harnesses the natural forces of inertia, centrifugal force and friction. The toy is easy to operate - all it needs is a driver and a flat surface. Designed for anyone age 3 and up, it can handle riders up to 100 kilograms on a smooth surface and riders up to 55 kilograms on rougher terrain.

PlaSmart (pronounced Play-smart), an industry leader in providing innovative toys to Canadian children, is the only North American distributor of the PlasmaCar. The award-winning ride-on toy is available in toy stores across Canada, and retails for \$79.95.

For more information contact:

For PLASMART, INC

Timothy Kimber, President

Phone: 613-829-4035

[www.PlasmaCar.com](http://www.PlasmaCar.com)

Email: [Plasmart@rogers.com](mailto:Plasmart@rogers.com)

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**Contact Information**

**Timothy Kimber**

PLASMART INC

<http://www.plasmacar.com/store/customer/index.php>

613-829-2667

**Online Web 2.0 Version**

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