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Fisher-Price(R) Launches 'Poem to Your Child' Video

TORONTO, ON -- (Marketwired) -- 01/29/15 -- A new year means a new chance to create memories with the little ones in your life. In a new video titled "Poem to Your Child," Fisher-Price® continues to celebrate and encourage the time to play, because the moments you play together with your child are the moments you grow together.

The online [video](#) which has received over 269,000 views on social media since launching just 48 hours ago, features seven Canadian mothers -- including Elizabeth Lampman, blogger and founder of [FrugalMomEh.com](#) -- as they recite an original poem to their young children. In capturing the bond shared by mom and baby, Fisher-Price® illustrates that the best possible start begins with the unique relationship that is shared between every parent and child.

"Life moves quickly but there is great value in pausing to enjoy the little moments," says Melissa Farjo, Brand Manager, Fisher-Price®. "Those playful moments spent between a parent and child create memories which often double as teaching opportunities -- and these have powerful benefits to your child's early development."

Watch 'Poem to Your Child' here: <http://bit.ly/1JWvYkL>

Created to resonate with new moms with babies and young children, the spot also appeals to mothers with older children as the poem ignites a feeling of nostalgia among this demographic.

"I really want to make sure that my children have great memories of their childhood. Childhood is really very short compared to the rest of your life but it has such an incredible impact on the first moments of a person's life," says blogger Elizabeth Lampman. "As adults we often look back at our childhood years and wish we could be in that place again, so why not make sure that when our own children grow up, that they too have wonderful memories to look back on? Taking part in this video was a great reminder to slow down and enjoy these moments."

Explore the world of Fisher-Price and learn more about the joy of playtime and learning by clicking [here](#).

ABOUT MATTEL

The Mattel family of companies (NASDAQ: MAT) is the worldwide leader in the design, manufacture and marketing of toys and family products. Mattel's portfolio of best-selling brands includes Barbie®, the most popular fashion doll ever produced, Hot Wheels®, Monster High®, American Girl®, Thomas & Friends® and Fisher-Price® brands, including Little People® and Power Wheels®, MEGA® Brands, including MEGA BLOKS® and RoseArt®, as well as a wide array of entertainment-inspired toy lines. In 2013, Mattel was named one of the "World's Most Ethical Companies" by Ethisphere Magazine and in 2014 ranked No. 5 on Corporate Responsibility Magazine's "100 Best Corporate Citizens" list. With worldwide headquarters in El Segundo, Calif., Mattel's companies employ nearly 30,000 people in 40 countries and territories and sell products in more than 150 nations. At Mattel, we are Creating the Future of Play. Visit us at www.mattel.com, www.facebook.com/mattel or www.twitter.com/mattel.

Video Available: <http://bit.ly/1JWvYkL>

MEDIA CONTACT

For more information or to schedule an interview please contact:

Ashley Bartlett
Senior PR Specialist
TrojanOne
ashley.bartlett@trojanone.com
416.355.2669

Carli Atherton
PR Specialist

TrojanOne
carli.atherton@trojanone.com
416.920.7044 ext. 314

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