

FOR IMMEDIATE RELEASE
CONTACT: KidStuff Public Relations
Lisa Orman • 608-767-1102
or Lisa@KidStuffPR.com



NANA STAR FOUNDATION DONATES \$200,000 WORTH OF BOOKS AND PLUSH TOYS

Company is a Toys for Tots Corporate Sponsor for 3rd Straight Year

Fairfax, VA (December 8, 2008)— Helping make life better for children in need comes first at ee publishing & productions, makers of the Nana Star series of plush toys and books. That’s why they decided to donate 11,000 books and 350 dolls to this year’s Toys for Tots Campaign.

In order to make room for new items in their warehouse, they donated the extra product instead of trying to sell it. It’s the company’s third year as a corporate sponsor of the toy drive. “We know a lot of families are struggling to make ends meet right now,” said co-founder Elena Patrice. “This donation will put smiles on thousands of children’s faces this Christmas and Hanukkah.”

Giving comes easy to ee publishing & productions, which already donate a portion of all sales to their own Nana Star Foundation (NSF). The NSF is dedicated to helping children who attend under-resourced, inner-city schools and children with terminal illnesses.

The mission of the U.S. Marine Corps Reserve Toys for Tots Program is to collect new, unwrapped toys during October, November and December each year, and distribute those toys as Christmas gifts to needy children in the community in which the campaign is conducted.

About ee Publishing & Productions

Sisters Elizabeth Sills and Elena Patrice co-founded ee Publishing & Productions as a “laugh-friendly company” to accurately reflect their philosophy of business and of life. ee Publishing & Productions believes that the simple story of Nana Star will be a success in today’s society where it is hard for children to find appropriate role models. They also believe that parents will welcome a return to simpler, nostalgic times -- helping families recapture a little calm in a hectic world.

Their *Nana Star* books and accessories have been racking up awards since its launch including: Dr. Toy’s 100 Best 2008, The Toy Man 2008 Seal of Approval, iParenting 2008 Outstanding Products Award, Mr. Dad Seal of Approval, Mom’s Choice Award and others.

For more information on the business, visit www.laughfriendly.com, or to learn about its Nana Star products, click on www.NanaStar.com.