

CTW-430

NEW

Big Bird Sing-A-Long Tape Player

For Sesame Street fans, the Big Bird Sing-A-Long Tape Player is a dream come true. Low-relief sculpture of Big Bird highlights this rounded, modern design. Kids can listen to tapes, use the PA system, or sing-along with their favorite tapes. Controls are color-coded with bold graphics to make operation fun and easy. Features include Auto-Power to help conserve batteries, concealed Volume Limiter, and Playskool Electronics famous kid-proof construction.

Ages: 3 years and over

Adv.: Print



Packaging, Accessories and Promotions

Great products sell themselves and Playskool Electronics, designed just for kids, are no exception. Distinguished by distinctive five-color flip top packaging, Playskool Electronics products stand above the competition on retailers shelves. Front panels call out important features, inner panels show products in use, while back panels highlight those special touches making Playskool Electronics the preeminent name in kids electronics.

This year key Playskool Electronics packaging feature favorite Sesame Street charac-

ters on hot items, including the Easy On-Off Tape Player and Talkin' Pals Walkie Talkies. The combination of Playskool and Sesame Street is a natural, and one consumers have known for years.

Playskool cassette players come with pre-recorded sample cassettes featuring the best from children's recording artists, including Judy Collins, Phylcia Rashad, RosenShontz, and more. Accessories such as headphones and adaptors are available via mail order, so consumers can enjoy Playskool Electronics to the fullest.

In addition to great products, Playskool Electronics packaging will feature a coupon good toward the purchase of Millennium rechargeable batteries and chargers. A burst urging consumers to, "Never Buy Throw-A-Way Batteries Again, Save up to \$15.00 on Millennium," will appear on the front panel of selected Playskool Electronics packaging. Millennium and KIDdesigns are teaming up to give consumers added value and an environmentally sound option when choosing batteries.



Sesame Street