

# Big Smile Toys' Winter Toy Catalog Rings in the Holidays



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*Popular online toy store's catalog draws on memories of holidays past*

PAOLI, Pa., October, 2009 – BigSmileToys.com, a leading online toy store, announced today that it has released its winter toy catalog just in time for the busy holiday season. The full-color catalog features the arrival of popular and educational toys and games. The convenience of shopping online, especially during flu season, allays parents' fears of going out in public places, while the printed catalog gives children plenty of holiday gift ideas from which to choose.

"Busy parents are increasingly shopping online for gifts and other purchases, and those who grew up anticipating the arrival of a favorite toy store catalog can now share that experience with kids," says Steve Scartozzi, president BigSmileToys.com, who fondly recalls his own favorite holiday memories of looking through the season's newest [kids toys](#) and circling the gifts he hoped to find under the tree.

BigSmileToys.com brings back this tradition, with the release of its winter toy catalog, which is chock full of toys that are likely to be on every child's wish list. The catalog aids children and their parents in better communicating on gift selection and can minimize disappointment once the wrapping paper comes off.

BigSmileToys.com's winter catalog features some of the most popular names in children's playtime for boys and girls. Hot toys for boys this holiday season include fun play sets like Playmobil's Egyptian Pyramid or Police Headquarters, K's Kids Pull Back Autos and Bruder Mack Dumptruck. For the girls, the selection includes a full selection of dolls and dollhouses, as well as arts and craft sets and make your own jewelry packs. BigSmileToys.com also carries a full selection of educational sets such as one of Thames & Cosmos Kid's Chemistry Sets and do-it-yourself kite, plane or rocket kits.

Based in suburban Philadelphia, BigSmileToys.com features an extensive line of children's toys, games, books, plushes, puppets and even sporting equipment for purchase. With more than 48 years of experience, BigSmileToys.com operates on the idea that fun + learning = smiles and offers products which follow these principles. Learn more and search for products at [www.bigsmiletoys.com](http://www.bigsmiletoys.com).

## **About**

## **BigSmileToys**

BigSmileToys.com is the online division of a Philadelphia-area retail store with more than 48 years of experience in the toy and gift business. Voted best toy store in the Western Main Line for eight consecutive years, BigSmileToys.com also has been named best toy store in Chester County by Philadelphia Magazine. BigSmileToys.com is an authorized dealer of Madame Alexander Dolls, Calico Critters, Breyer Horses, Mighty World Toys, [Magformers](#) and [Playmobil Toys](#), to name a few. As a 5-Star Featured Dealer with Amazon.com, customer satisfaction is a priority with the company. For more information or to purchase toys, please visit [www.bigsmiletoys.com](http://www.bigsmiletoys.com).

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