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Wild About Australia Zoo's Bindi Irwin

Wild Republic will debut a range of products inspired by Australia Zoo's Bindi Irwin at the 2008 International Toy Fair in New York, February 17-20.

/24-7PressRelease/ - FAIRFIELD, CT, January 25, 2008 - Wild Republic today announced that the company will debut a range of products inspired by Australia Zoo's Bindi Irwin at the 2008 International Toy Fair held in New York from February 17-20.

Wild Republic, the nature-themed toy brand of K&M International, Inc., in a partnership with Australia Zoo, will launch a full product range that carries Bindi's wildlife messages of nature preservation and conservation. The toy range is highlighted by the fully articulating Bindi doll and various Bindi Australia Zoo playsets, plush and bendables.

Kim Hammeren, Director of Marketing, Special Projects at Wild Republic, said, "We're very excited about the Australia Zoo Bindi toys as they send a powerful and relevant conservation message, especially to other children."

Wild Republic incorporated Bindi's personal favorite animals into the full range of products. Bindi has given each animal a name and each of the animal friends has a home at Australia Zoo. As always, Wild Republic was very specific with each species detail and created some of the most authentic and original plush animals, including a Mountain Brushtail Possum, Common Wombat, and Dingo, and, of course, an Eastern Grey Kangaroo, Saltwater Crocodile and Koala.

While the entire group of Australia Zoo Bindi products delivers a very interactive, playful experience that is designed to engage young children as they learn about conservation and the environment they live in, one of the items, the Bindi talking doll clearly speaks to the child. Bindi's actual voice recites several different environmental messages that empower children to make a difference in their world.

As a brand of toys designed to educate children about the wonders of the wild through creative play, Wild Republic and Australia Zoo are an ideal match to communicate the excitement of nature. All royalties received by Australia Zoo, from sales of the Australia Zoo Bindi Irwin toy range, will go directly to Australia Zoo's conservation programs such as Endangered and Priority Species Breeding, Field Study, Habitat Acquisition and Animal Rescue.

The new products are currently slated to hit store shelves nationwide this Fall.

The Australia Zoo Bindi toy range joins the many successful Wild Republic products that include the famous hanging plush monkeys, Sea Monsters, Morphs, Steve Irwin Wildlife Adventure Series, Cuddlekins, Blanket Pillow Buddies, Paws & Claws, Audubon Birds, Garden Accents, and Know & Grow, among other items.

K&M International, Inc., headquartered in Twinsburg, Ohio, near Cleveland, is the leading provider of nature-themed toys to the specialty toy and gift markets. The brands' consumer Web site is located at www.wildrepublic.com.

About Walsh PR

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