



**HealthyToys.org**

The Consumer Guide to Toxic Chemicals in Toys



**EMBARGOED FOR RELEASE**

**CONTACT:** Lindsay Dahl, 612.870.3458  
(w) 507.301.9679 (c) or [ldahl@iatp.org](mailto:ldahl@iatp.org)

**until 12:01 a.m. EST, Wed. Dec. 3, 2008**

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### **Minnesota Press Conference Details**

**When:** December 3<sup>rd</sup>, 2008 11:30 AM- 12:00 PM

**Where:** The Faulk Residence (press conference will be held in the home of a mother of three)  
317 Van Buren Ave S  
Hopkins, MN 55343

There will be opportunities for interviews with a local mother, safe product advocates and more.

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## **Over 1,500 New Toys Tested for Toxic Chemicals Results Released for 2008 Holiday Shopping Season**

### ***Groups Call for Fundamental Overhaul of Toxic Product Laws***

In response to the overwhelming demand for information about toxic chemicals in toys, Healthy Legacy and the Michigan-based Ecology Center are releasing their second annual guide to help parents make informed decisions this holiday season. In addition to listing the toxic chemicals found in some children's toys, the newly redesigned site—[www.HealthyToys.org](http://www.HealthyToys.org)—will contain features such as a personalized holiday wish list that can be sent to family and friends, and a blog-friendly widget to quickly search for toy ratings. The Ecology Center and allied organizations tested over 1,500 of this year's most popular toys.

“The Healthy Toys website was so popular with Minnesota parents, we wanted to collaborate for the new product testing results.” said Healthy Legacy Co-Director Kathleen Schuler. “Consumers are paying more attention and they are asking tough questions like, ‘How did these chemicals get in my child's toys in the first place?’”

At [www.HealthyToys.org](http://www.HealthyToys.org) parents are able to easily check how products rank from highest to lowest in terms of lead, cadmium and other chemicals that are associated with developmental and learning disabilities, hormone problems and cancer. Toys made with PVC (polyvinyl chloride) were also tested because they often contain phthalates and other hazardous chemical additives. Babies and young children are the most vulnerable to toxic chemicals since their brains and bodies are still developing and because they commonly put toys into their mouths.

Last year the massive public attention to the issue of toxic chemicals in children's toys prompted Congress to overhaul the Consumer Products Safety Commission (CPSC) and restrict lead and phthalates in toys beginning in early 2009. “While these reforms are a step in the right direction, they do not go nearly far enough,” said Schuler. “When it comes to protecting the health of our children, we shouldn't take any chances.”

To sample the toys, experts used a portable X-Ray Fluorescence (XRF) analyzer that identifies the elemental composition of materials. This accurate device has been used by the Environmental Protection Agency (EPA) to screen packaging; the Food & Drug Administration (FDA) to screen food; National Aeronautics and Space Administration (NASA) for planetary exploration; and many state and county health departments to screen for residential lead paint.

In conjunction with the national release of HealthyToys.org, media events will be taking place in New York, Washington, Massachusetts, Connecticut, Minnesota, California, Michigan and Oregon.

**\*\*\*ATTENTION JOURNALISTS: Advance access to toy rankings on an embargoed basis and interviews with experts are available upon request. Please call Lindsay Dahl at 612.870.3458. \*\*\***

**\*\*\*ATTENTION BROADCAST MEDIA: Opportunities for live feed coverage over the noon hour are available\*\*\***