



Wild Heart Ranch Awarded 2005 SEAL OF EXCELLENCE AWARD and PREFERRED CHOICE AWARD For Children's Book and Plush Horse Toy

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"Toy Company that brings awareness to the plight of wild horses is recognized by children's industry peers"

PR9.NET July 14, 2005 - Wild Heart Ranch, Inc was acknowledged for their creative and magical children's toys and book lines by the 2005 Top Creative Toy Awards panel, awarding them the PREFERRED CHOICE AWARD and SEAL OF EXCELLENCE on two of their new products. The 'No More Nightmares', a 14" inch plush horse with a magical nightlight to fend off children's nightmares in the night won the PREFERRED CHOICE AWARD (Plush Toys for Kids category). As well, the 'No More Night Mares, a Dream of Freedom' book, a mythical children's picture book about a herd of wild horses destined to light up the night sky, won the SEAL OF EXCELLENCE AWARD (Storybooks for Kids category). Wild Heart Ranch, Inc. is a publishing, entertainment and toy company that creates and licenses non-violent toys and products based on original ideas, stories and characters.

The 'No More Night Mares' were reintroduced in 2005 and revised since their previous years and are even cuddlier than before. Moonbeam, Lucky Stars, and Comet are now made from a softer plush and have the signature gold stars on their hooves and hips. Their blaze still lights up to keep children's nightmares at bay during the night and the three mares now include a comb to brush their manes and tails with.

The 'No More Night Mares, a Dream of Freedom' book is a mythical legend about a herd of wild horses that run free from man and escape to freedom in the night sky. The story tells children why they should not fear the dark since the "Night Mares" are watching over all of us. Horse lovers of all different ages will love this story and enjoy the beautiful artwork done by Kim McElroy, a well known artist in the Horse industry out of Seattle, WA. To see more of her artwork visit, www.spiritofhorse.com Wild Heart Ranch's 'No More Night Mares' plush toys and book, 'No More Night Mares, a Dream of Freedom', hopes to create an awareness for the plight of wild horses. Through the interactive website, www.wildheartranch.com, the youth of today can learn about the history and the endangerment of wild horses and the contribution they can make to prevent wild horses from becoming extinct.

The 'No More Night Mares' series of 14" plush horses (three mares, Comet, Moonbeam and Lucky Stars) also have a night light situated on their blaze, (the white triangle shaped spot on a horse's face) that lights up a piece of the sky for children to fall asleep next to. Each comes with a comb and an identifiable Wild Heart gold star horse brand.

Book Reviews: http://www.wildheartranch.com/toysBooks/tb_reviews.htm

About Wild Heart Ranch: Follow Us to the Depths of Imagination...

Wild Heart Ranch, Inc. is a publishing, entertainment and toy company that creates and licenses non-violent toys and products based on original ideas, stories and characters. The unique combined elements of light, magic and branded stars and moons on the plush toys identify us in the marketplace.

The 'Lucky Stars Collection', 'No More Night Mares', 'Armadillo Cowboy Club', 'I Sea Horses', 'Desert of Lop', & 'Favorite Pet Stories' brands, characters, logos, stories, web sites, video games, patents and trademarks, are all properties of Wild Heart Ranch, Inc.

WHR is a member of: Toy Industry Association, ASTRA, Women in Toys

The I Sea Horses product line won the "Seal of Excellence 2004" from Creative Child Magazine as well as "Dr. Toy's 100 Best Children's Products of 2004".

Visit: www.WildHeartRanch.com, www.ISeaHorses.com, www.CollectiblePlush.com, www.PlushCollectible.com, www.FavoritePetStories.com, www.HorseToys.com

For more information contact

Toll Free: 1.888.889.9213

Kim Baker kim@wildheartranch.com

Dawn Van Zant dawn@wildheartranch.com

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