



## Fin Fun's Swimmable Mermaid Tail Nominated as a Top Toy at German Toy Fair

Best-Selling Watercolor Waves Design and Patented Monofin Selected for Teenager & Adults Category



**February 2<sup>nd</sup>, 2018—Idaho Falls, ID...**Known worldwide as the pioneer of the mermaid tail industry, Fin Fun continues to receive recognition in the global toy market. The company recently received a nomination for the coveted ToyAward in the Teenager & Adults category at Spielwarenmesse, the leading international trade fair located in Nuremberg, Germany. Fin Fun's best-selling Watercolor Waves Limited Edition Mermaid Tail & Monofin Set placed in the top 12 out of 643 submitted toy products.

“To be nominated for such a sought-after award is truly an honor and shows that Fin Fun has gained recognition not just in the US, but worldwide, as premium and trusted brand,” said Steve Browning, CEO. “We’ve always believed our products lead the market in safety, quality and design in the mermaid tail niche, and this nomination solidifies that conviction.”

According to the event's official website, exhibitors typically showcase around 100,000 innovative new products at Spielwarenmesse every year. Nominees selected for consideration of the ToyAward show the highest level of promise in a seemingly overpopulated world of toys.

The four age-specific categories juried by the expert panel at Spielwarenmesse included Baby & Infant (0-3), Preschool (3-6 years), SchoolKids (6-10 years), and Teenager & Adults (10 years and older)—with each category showcasing three final products. Fin Fun’s Mermaid Tail and Monofin Set appeared as one of the three final nominees in the Teenager & Adults Category, although it did not receive the top ToyAward.

“The fact that we were included in the top 12 is humbling enough,” said Browning. “We were thrilled to be nominated.”

Jury panelists whittled down 643 toy product submissions to arrive at the final 12 nominees “based on the criteria of gaming fun, originality, finish & quality, safety, comprehensibility of product concept as well as potential success in the retail trade,” the site explained.

### **About Fin Fun**

Based in Idaho Falls, Idaho, Fin Fun originated the swimmable fabric mermaid tail and patented monofin in 2010. Fin Fun produces wearable mermaid tails, monofins, mermaid-themed clothing and accessories as well as its lines of Cuddle Tails plush mermaid tail blankets and Wild Things wearable animal blankets. A celebrity favorite, Fin Fun sells its products primarily online and to exclusive retail outlets in over 170 countries around the globe. In 2017, Eric Browning, CEO and Steve Browning, President & CFO, were named Idaho Small Business Persons of the Year by the U.S. Small Business Administration. In 2016, the family-owned and operated company made the Inc. 500 list at #119 and was recognized as an innovative e-retailer on the Internet Retailer Hot 100 list. For more information, visit [www.finfun.com](http://www.finfun.com).

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