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HOODIEPET™ WON the TAGIE Award-Young inventors of the year!

We are proud to announce that siblings, Seth 9 and Alexia Kempe 7 years old won the Tagie Award 2012.

The TAGIE Awards Gala was held at the The Field Museum in Chicago. Together Chicago Toy and Game Group and Hasbro put this amazing event together. Big thank you to Kevin Harrington that was the presenter of the Young Inventor of the Year. This event brought together toy industry leaders from around the world to celebrate creative toy and game inventors from across the country.

What makes HoodiePet™ extremely unique is that it doubles as a toy AND clothing. The hoodie is made with a super soft polyester fleece and has an interchangeable plush animal, called a HoodiePet. The Pet attaches to the front pocket of the fleece by velcro. Children can use the animals as a finger puppet as well as trade and collect different Pets in the assortment. When asked about the inspiration behind the invention, Alexia commented “I love stuffed animals and I don't want to carry around a blanket so that's why hoodie pet is so awesome; It's a hoodie of a blanket with my best stuffed animal.”

Additional HoodiePet™ praise comes from Milwaukee based child advocate, Janine Sijan Rosina, owner of RD Image and RDI Stages, saying, “I love this product because the Pet is defined by the child themselves. This allows them to identify with and use their own imagination to express themselves in their purest, truest form.” Each Pet in the HoodiePet™ collection has its own personality and biography featured online at www.hoodiepet.com. There are currently eleven Pets to choose from in combination with six solid hoodie colors and two animal prints.

The HoodiePet™ website is designed to be an imaginative dynamic child-friendly space where children can name their HoodiePet™, print adoption certificates and coloring pages, and learn about each animal on HoodiePet Island™. The website continues to evolve and grow in sync with feedback from Seth and Alexia.

For more information on HoodiePet™, or to schedule an interview with Seth and Alexia Kempe, please call Louise Kempe at 262-323-1988 or email lkempe@hoodiepet.com.