WildPitch.TV and Kimochis™ Use "Person-to-Person" Video Advertising to Launch New Toy

Social media advertising firm produces user-generated video for launch of new plush toy. Collaboration includes amateur filmmaker, 16-year old musician and producer of Academy Award winning animated film. WildPitch.TV's "people-powered" advertising brings the video to thousands of online consumers during upcoming holiday season.

Pleasanton, CA (PRWEB) November 25, 2008 -- WildPitch.TV, a social media advertising firm, and Plushy Feely Corp. - the creators of Kimochis™ - have collaborated to introduce these "toys with feelings inside" to the U.S. market through a user-generated, viral video.

WildPitch.TV harnesses the creativity, passion and social reach of everyday people on behalf of advertisers. The Kimochis™ video was produced by Dawn Campbell of Baltimore, MD. She was selected from WildPitch.TV's creative network based on a "Band-Aids" video that she entered in WildPitch.TV's video ad contest last summer.

Nina Rappaport Rowan, President and CEO of Plushy-Feely Corp. and producer of Academy Award-winning 1998 animated short film Bunny, said, "We loved how Dawn made simple, honest, and heart warming choices when she created her Band-Aid commercial using only two small plastic dolls and a Band-Aid. We knew she had what it would take to capture the sensitivity we needed for our Kimochis™ commercial. And she did it effortlessly."

Kimochis™ are a new line of plush toys that help children, parents and teachers learn how to communicate their feelings effectively and develop strong parent child connections. Using the Kimochis™ characters, children can get in touch with their own emotions and express themselves in a fun and comfortable way. When kids are able to communicate their feelings, they develop character and confidence.

"We were very excited to work with Kimochis™ on this product launch," said Dan Berger, Founder and CEO of WildPitch.TV. "Creating the video was a total collaborative effort and to promote it, we're relying on people to send the video to their friends and family. It's the Kimochi way - people sharing their feelings with each other in a positive manner."

Additional information on the Kimochis™ as well as ordering information can be found at http://www.kimochis.com.

About WildPitch.TV:
WildPitch.TV delivers "people-powered" advertising solutions by motivating and rewarding consumers to promote their favorite products and brands to each other. The company offers a user-generated, viral video and contest platform as a turnkey solution for brand managers and agencies looking to tap into the creativity, authenticity and aggregate reach of today's "socially-interactive" consumers.

About Plushy Feely Corporation:
Plushy Feely Corp is a multi-media family entertainment company that values educational play. As the world becomes more and more interconnected, now is the right time to invest in the emotional intelligence of our children. With endearing characters that anyone can relate to, Kimochis™ is committed to character-building
education and to becoming a big part of this positive social change.

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