The Mind Behind the Bobblehead Strikes Again

Malcolm Alexander and his new little people are coming to an event near you.

Bellevue, WA (PRWEB) June 1, 2005 -- The strange people who launched the bobblehead craze are back, this time behind an army of handcrafted wind-up collectibles. And they'll be invading a stadium near you soon.

Malcolm Alexander, creator of the bobblehead and founder of Alexander Global Promotions, announces a new line of wind-up walking toys customized to resemble your favorite stars from sports, music, politics and whatever else you can imagine.

"We've taken the wind-up toy and given it legs, so to speak," says Alexander. "By using the same premium cold-cast resin technology we employ in our best bobbleheads, we've raised quality to the collectible level far beyond the plastic wind-up toys you remember from your youth."

As for response, the San Francisco Giants and Minnesota Twins clearly think these walkers are going places. Laura Montez, of the Giants says, "Just like the bobbleheads, these wind-up walkers are taking on a life of their own--we are absolutely thrilled with the fan response."

Alexander Global has turned collectible giveaways into gold for stadium events in many other ways as well.

For the New York Yankees, the company recently sculpted bronze replica statuettes of that stadium's famous Monument Park legends. Honoring greats like Ruth, Berra, Munson, Ford and Gehrig. The team is in the second year of a three year deal issuing three new statuettes per year, and results have exceeded expectations. "The quality and detailing are everything I expect from Alexander Global! This collection has had the same tremendous success at Yankee Stadium as the bobblehead craze and I couldn't be happier with the response," stated Deborah Tymon, New York Yankees Senior Vice President of Marketing.

For the Philadelphia 76ers, Alexander Global is creating a series of lifelike miniature busts of 76er players to be issued during the 2006 promotional schedule. Says Alexander, "In-stadium giveaways are more successful when they are good enough to be pursued by collectors, who proudly display them on office desks and bookshelves. The result: teams are happy with increased attendance, sponsors are happy with better logo exposure, fans are happy to be among the lucky few owning a one-of-a-kind item. And we are happy keeping our factories working."

Meanwhile, don't rule out the bobblehead. The top event keepsake for six years running, it's still a head above competitors. Alexander continues to delight collectors with variations such as this year's newsworthy "bobble ankle" statuette of Boston Red Sox pitcher Curt Schilling, commemorating the injured star's bloody-ankled 2004 World Series performance.

About Alexander Global
Alexander Global Promotions has been the world's leading producer of bobblehead dolls and other in-stadium sports collectibles since 1999. To date AGP has produced over 20 million bobbleheads and countless other promotions for customers such as the NFL, MLB, NHL, NBA, Disney, Caesars Palace and NASCAR.
Contact:
Peter Weinstein
Alexander Global Promotions
Voice: 425.637.0610
Fax: 425.637.0611
E-mail: peterw@alexanderglobal.com
Web: www.bobbledobbles.com

# # #
Contact Information
Peter Weinstein
Alexander Global Promotions, Inc
http://www.bobbledobbles.com
425-637-0610

Online Web 2.0 Version
You can read the online version of this press release here.