

Great Gift Ideas for Kids

Educational, Unique And Popular Toys

(NAPSA)—During the holiday season, finding gifts for the toughest customers on your list—children—can seem like anything but child's play. Fortunately, it doesn't have to be a daunting task. Parents and grandparents can find a simple, convenient solution at a popular online toy store that features enhanced search capabilities and navigation, making it easier than ever to shop. The site offers one of the largest selections of hard-to-find specialty toys, engaging educational toys and the holiday season's must-haves.

The site, eToys (www.etoys.com), lets gift-buyers conduct an advanced search using multiple criteria, including age (0 to 17 years), gender, price, brand and character. It also allows shoppers to browse a wide variety of categories, including, action figures, blocks and building sets, dolls, learning toys, outdoor play and video games.

Long known for its wide variety of products, eToys has nearly 7,000 offerings.

The site even features such shopper-friendly suggestions as:

- **Holiday Hot List**—Twelve toys likely to be on every child's wish list, including the Nintendo Dual Screen System, VideoNow Color Personal Video Player, Barbie as Princess Anneliese and E-L-M-O Elmo.

- **Best Educational Toys List**—Playthings that use arcade-style



eToys (www.etoys.com) offers one-stop holiday shopping for parents and grandparents.

games, music, drawing and even characters from favorite children's TV shows to integrate learning and fun.

- **Specialty Toys Gift List**—Hard-to-find toys from specialty toymakers that make for unique and enriching gifts. The list includes child-sized versions of grown-up furniture and accessories and an amazing activity kit that lets kids create and publish their very own book.

To learn more, or to browse these lists, visit the Web site at www.etoys.com.